BROADCASTING

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DETROIT

● Time was when an "adequate" radio-station staff could consist of as few as three or four men and a couple of girls. Now those days are gone forever.

One good reason why WHO is the leading station in Iowa is that it has the largest and most competent staff. Today 114 capable men and women are eager to deliver your program and sales message in a pleasing and persuasive manner into more Iowa homes than can be secured through any other radio station or combination of stations!

At WHO, every department head has many years of experience in "large station" operation. Our sales, programming staffs, engineering and research staffs are considered to be among the best in America, by men who know. . . .

That's Plus No. 5 for WHO. You want *manpower* to do the best radio broadcasting job in Iowa. You can *get* it at WHO. Write us for all the other Plusses—or just ask Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

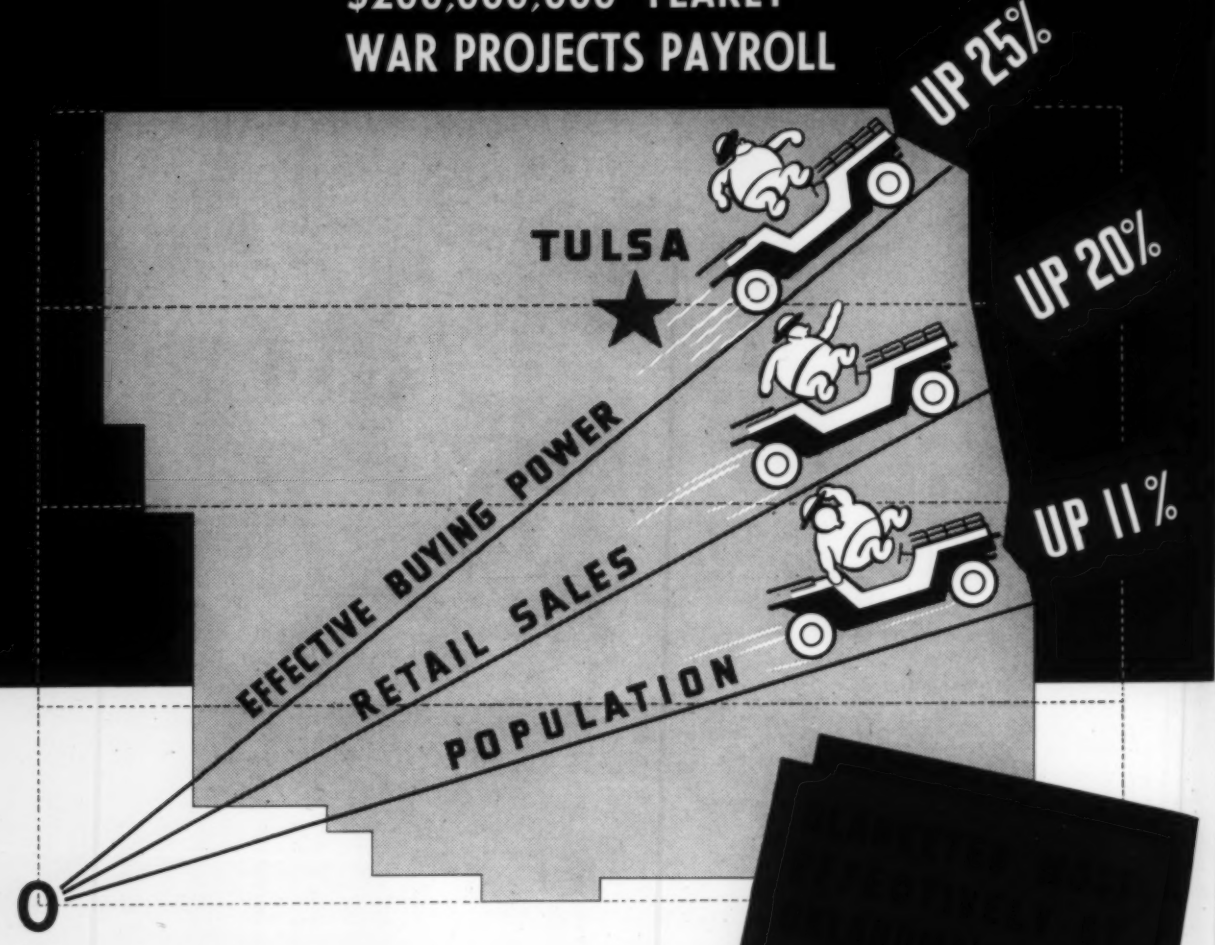
FREE & PETERS, INC. . . . National Representatives

XUM

Oklahoma's No. 1 Market

A RICH, CONCENTRATED, PERMANENT MARKET . . .

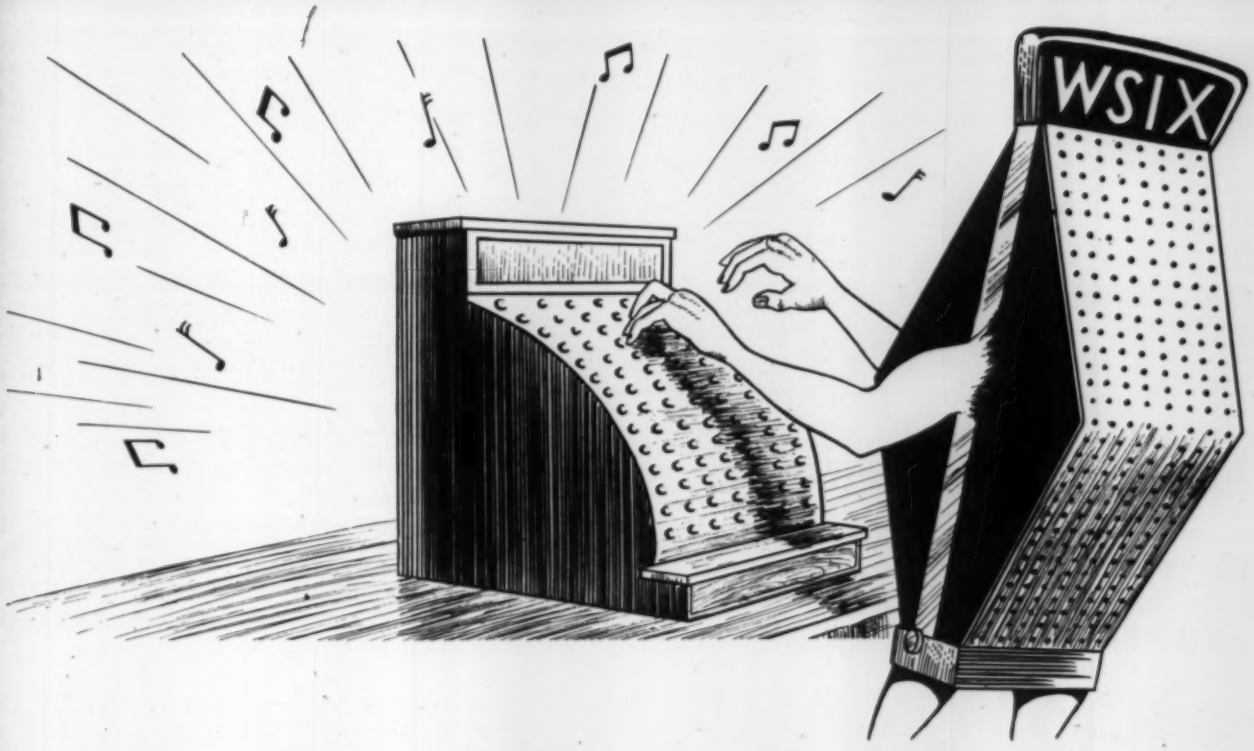
$200,000,000 YEARLY WAR PROJECTS PAYROLL



1943 will be a good year to sell in Oklahoma's No. 1 market, the Tulsa Magic Empire, where war projects have added an extra abundance of buying power ($200,436,000 yearly payroll) to a permanent, stable, growing market. Nearly half of the retail sales in Oklahoma are concentrated in The Magic Empire Market, concentrated in approximately one-third (34.7%) of the state's area.

★ Sales Management reports effective buying power is up 25% in the Tulsa Trading Area; Oklahoma Tax Commission figures show retail sales up 20% in the 30-county Magic Empire; and War Ration books show the area population up 11% over the 1940 census.

NBC — 50,000 Watts Day — 25,000 Watts Night
1170 Kilocycles
Edward Petry & Co., National Representatives



No fooling the folks at Home!

● ***Local advertisers, who can check their advertising on the cash register, use more time on WSIX than on any other Nashville station.***

This leadership of WSIX with Nashville merchants and manufacturers holds good year after year. You bet there's a reason!

Right now the returns to WSIX advertisers are the greatest in the station's history. Let us show you what WSIX can do.

MEMBER STATION THE BLUE NETWORK AND MUTUAL BROADCASTING SYSTEM
SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980 KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

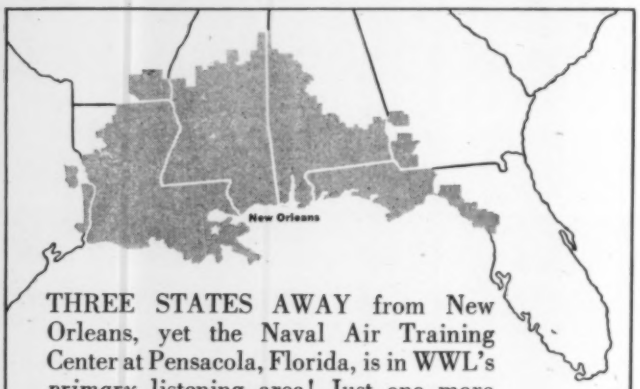
(Official U. S. Navy Photograph)

"Annapolis of the Air"

AT PENSACOLA, FLORIDA

IS IN WWL-LAND

and so are 10,000,000 customers from five different states



THREE STATES AWAY from New Orleans, yet the Naval Air Training Center at Pensacola, Florida, is in WWL's *primary* listening area! Just one more example of how WWL blankets the Deep South.

NO OTHER STATION for hundreds of miles can compete with WWL's 50,000 watt, clear channel signal. For complete coverage of the prosperous Deep South, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 24 • NO. 9 **MARCH 1, 1943**

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Hix Cartoon 46

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Published every Monday, 53rd issue (Yearbook Number) Published in February

A better buy is KFAB. Delivers your advertising message to a warm, receptive audience throughout the farm areas of Nebraska and her neighboring states. Has helped many other advertisers achieve the hottest sales records in years. Can do the same for you! We still have a little time that isn't rationed. Better call, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

"EVERY NIGHT WITH A DIFFERENT SPONSOR"

WFVA's music *costs* have been turned into music *profits* by the intelligent use of the ASCAP Radio Program Service.

If you are an ASCAP-licensed station, you may have these built-for-sale programs without cost.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City

FREDERICKSBURG, VIRGINIA

WFVA

January 20, 1943

Mr. Robert L. Murray
Radio Program Service
American Society of Composers, Authors and Publishers
New York City

Dear Mr. Murray:

We want to thank you for sending us your newest program series, MARCHING TO MUSIC. They are superb.

The program started on January 11th. It is now running every night with a different sponsor. They seem to be as satisfied with the show as we are.

Your half-hour script for MUSIC...JUST FOR YOU has been sponsored for over six months by the same merchants. Need we say more?

Again, we thank you.

Cordially yours,

William R. Seth

William R. Seth
General Manager

WRS/jb

TWELVE-NINETY ON YOUR DIAL

See what we mean?

You can't make a uniform fit by putting too much material in one place and not enough in another. It isn't the *amount* of cloth that counts, it's the way that it is tailored. You've heard a lot of jokes about the fit of G. I. uniforms, but it's no joke when your radio coverage doesn't fit. When you buy radio coverage on the Pacific Coast, be sure it's *tailored* for the Pacific Coast, because the topography is *different* out here. Mountains rising 5,000 to 15,000 feet surround most of the important markets. Long range broadcasting gives you a coverage picture like the lad in the sketch. Only one network completely covers the Pacific Coast. Only one network is tailored to fit Pacific Coast. With 33 stations, Don Lee gives *local* primary coverage from within. If your message is important enough for *all* the radio families to hear, remember . . . more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. . . . Use the *only* network with enough stations to do the job . . . DON LEE.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

THE NATION'S GREATEST REGIONAL NETWORK

XUM

"as large a charter as the wind..."

LONG BEFORE the world knew radio, Shakespeare caught a glimpse of its boundless scope in seven simple words. Today, radio hurdles all barriers of space and time and rank to inform and entertain all people...rendering this welcome service under a charter enlarged and endorsed by the people themselves.

Mutual has proved that there is room and need, in this largest of charters, for a kind of service no other network affords, a pattern of coverage unique in radio. This pattern is two-fold, comprising intensive coverage of the major markets, where living and listening are most heavily concentrated; and extensive coverage of the home-town communities where the rest of the country lives and listens.

Whatever the market, the Mutual station is a dominant, popular voice; in many a market, it is the *only* network voice. Together, the 207 Mutual stations bring the entire nation within reach of an advertiser. Market by market, they permit an advertiser to adapt the vast charter of radio to his individual needs...with matchless flexibility and economy.

Miller McClintock

THE MUTUAL BROADCASTING SYSTEM

XUM

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

JOHN W. O'HARROW

GENERAL SALES MANAGER, WKZO, KALAMAZOO–GRAND RAPIDS

2 years, Merchandising Manager, Nichols, Dean & Gregg, St. Paul
14 years, General Manager Drug Sundry Department and Five-House Buyer, Butler Brothers, Chicago
2 years, General Sales Manager, National Toilet Goods Company, Paris, Tenn.
2 years, General Sales Manager, Remmers Soap Company, Cincinnati
12 years, General Manager Chain Store Division' Bon Ami Company, Inc., New York
4 years, General Sales Manager, WKZO

EVER meet anyone who laughed so pleasantly and easily as to put *you* into a good temper? Well, that describes the gentleman pictured above! Despite the fact that he's a hard-working, dynamic sales executive, John O'Harrow is also one of those rare bright spots in this very dark world—a *really* good-humored person! . . . Keep smiling, John—you're practically a land-mark now!

Anyway, that's another thing we like about the men we've gathered together here at F&P, *too*. There's not one affectation of synthetic seriousness or false dignity in the whole outfit. We think it's *fun* to do a good job, and we know that if and when our work ever becomes a sour-puss affair, it will certainly be that we're doing a botch job!

So pardon us if we don't grunt and groan about how complex and mysterious our business is, or how we've drained our last drop of blood in doing some little job for you. Give us a whirl and you'll be convinced that we *enjoy* working with you, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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BROADCASTING
and
Broadcast Advertising

VOL. 24, No. 9 WASHINGTON, D. C., MARCH 1, 1943 $5.00 A YEAR—15c A COPY

Appeal to FDR Looms in AFM Ban

Recorders Reject Petrillo Fixed Fee Plan

DIRECT APPEAL to President Roosevelt to use his war powers in calling off the AFM recording strike may be the upshot of the impasse reached in negotiations by AFM President James C. Petrillo and representatives of the recording and transcription industries.

This approach, through the Senate Petrillo Probe Committee headed by Senator D. Worth Clark (D-Ida.) was regarded as plausible after the formal rejection last Tuesday by the recording and transcription companies of the Petrillo "fixed fee" plan as embracing a "startling new kind of social philosophy" which would require Congressional and other Governmental action.

As of the end of the week Mr. Petrillo had not responded to the suggestion that pending such Congressional authority the AFM permit its members to resume work on phonograph records and transcriptions "which are sorely needed for both civilian and military morale."

Before AFM Board

At the union's national headquarters in New York it was stated that Mr. Petrillo was in Chicago and there would be no statement from the AFM until his return to New York, probably this week. Copies of the recording industry letter have been sent to all members of the AFM Executive Board, a union spokesman said, and Mr. Petrillo will consider their comments before making a reply.

Transcription executives agreed that the situation is now back right where it was on Aug. 1 last year when the union ban on recording went into effect and expressed regret that they had been unable to find any way of getting together with the AFM and reaching a solution that would permit them to resume normal operations again. After conferring day and night almost without interruption for a full week following their one meeting with Mr. Petrillo and his union's Executive Board on Feb. 15, they expressed depressed at their failure to find an answer to their problem.

The NAB board, meeting in New York Feb. 25-26, discussed the recording strike but found no reason for action. Predominant industry sentiment, despite the fact that the Petrillo fixed rate proposal does not strike directly at stations, is that there are so many uncertainties involved in the plan, regarded as a sort of "private WPA for musicians", that it should be cleared through proper Government labor authorities in Washington or by Congress.

Chairman Clark had stated at the time of the subcommittee's inquiry into the music strike last January that he would be disposed to appeal direct to the President to force lifting of the ban, because of interference with the war effort and maintenance of morale.

While the Idahoan made no formal comment last week following receipt of the industry answer to the Petrillo plan, he said he would call his Committee together this week to consider the whole matter. He did observe that highly controversial issues were raised by the "toll on output" proposal and that the Committee would have to ponder them before deciding whether it would resume its inquiry, which was recessed after a two-day hearing in January, during which the AFM head and his chief counsel, Joseph A. Padway, testified. Representatives of the affected industry and of public organizations and groups identified with music have requested opportunity to appear, along with the NAB.

If as a last resort, the Committee decides to seek Presidential intercession to lift the ban in force since Aug. 1, during which time no phonograph records or transcriptions have been made by AFM members, it would be an almost unprecedented act. Petrillo, himself had said repeatedly he would not lift the ban without "unemployment relief" unless the President requested it. Chairman Clark took him at his word, and said that if no method of working out a settlement was evolved within a reasonable time, he would propose Presidential action.

Petrillo Talent

Presumably the six-man Committee would make a full report to the Chief Executive in view of the stalemate. If customary form is followed, the President would be petitioned to request AFM to lift the ban for the duration and "six months thereafter." The additional time would allow opportunity to readjust labor agreements and perhaps to revise statutes consistent with post-war economy.

There were 12 signatories to the joint letter—eight transcription companies and four phonograph record manufacturers. The signers (see text herewith) were for transcription companies: Associated Music Publishers Inc., Empire Broadcasting Corp., Lang-Worth Feature Programs Inc., Muzak Corp., Radio Recording Division NBC, Standard Radio, World Broadcasting System Inc. and C. P. MacGregor. Phonograph record companies were Columbia Recording Corp., Decca Records, RCA Victor Division, RCA, and Soundies Distributing Corp.

Return to Work Urged

As was evident the preceding week, after the industry representatives had conferred almost without recess, the letter of rejection questioned Mr. Petrillo's premise that "wholesale unemployment" existed among musicians. The letter held the whole plan was "dangerous and destructive" and that as a matter of fact it was in proposal form only. Numerous questions relating to the legality of the proposal, the effect it would have on wartime manpower philosophies

(*Cont'd on page 40*)

Text of Letter Rejecting Petrillo's Recording Fee Plan . . .

Following is the full text of the letter of the transcription and phonograph record companies sent to James C. Petrillo, AFM president on Feb. 23, rejecting his "fixed fee" proposal as a condition precedent to lifting of his recording ban, unless Congressional authority first is procured. The letter, written after a fortnight of consideration, was signed by eight transcription companies and four phonograph record manufacturers:

AFTER meeting with you on Feb. 15, the undersigned companies engaged in various phases of the recording and transcription business met to consider the proposals which you had distributed on Feb. 12. Considerable time has been spent by us in an effort to find a response which would result in your permitting the re-employment of your members. Any such response must be viewed in relation to these prior facts:

On June 25, 1942, without previous notice or demands, you announced that you would not allow any of your musicians to perform for recordings after July 31st. This meant a complete cessation of recording because we had been operating under a license from you which imposed on us a "closed shop" for your union.

Under this license, we had been paying your members at rates which are among the highest for skilled service in any industry. In addition substantial royalties for each phonograph record manufactured and sold have been paid to the musicians or orchestras who made them. Although hours and other working conditions were beyond criticism, you nevertheless called a strike, without previous notice or demands.

While you allege wholesale unemployment of your members (a claim we deny), you have continued this strike and the resulting unemployment for a period of almost seven months, to date. In doing so, you disregarded pleas of Elmer Davis of the OWI on behalf of both military and civil officials, that the strike was harmful to the War effort. During those seven months you at no time offered to return your members to work or even to state the conditions upon which you would do so. This continued until a Senate Committee under the Chairmanship of Senator D. Worth Clark of Idaho insisted that you make some proposal. Even now your proposal is a proposal in form only.

You propose that the recording companies pay an additional sum directly to the union over and above their payments to the musicians employed. You further propose that this sum be accumulated or disbursed in the union's uncontrolled discretion for the benefit of union members who render no service whatsoever to the recording companies.

The destructive and dangerous fallacy of your proposal is that it assumes that a specific industry owes a special obligation to persons not employed by it,—an obligation based only on such persons' membership in a union. In addition to the inherent unsoundness of such a proposal, the following objections are at once apparent:

(a) *Obstructs Technical Progress.* We are alarmed at the damage which might be done to the whole field of technical and technological improvement if the manufacturer of any new device, of proven value to the people

(*Con't on page 30*)

OWI Radio Post Goes to Stauffer

Agency Man Named to Succeed Lewis; Kitterton Consultant

APPOINTMENT of Donald D. Stauffer, vice-president in charge of radio of Ruthrauff & Ryan, New York, as chief of the OWI Radio Bureau and of Lewis Kitterton, manager of the NBC script division, New York, as consultant to the OWI on literary rights, was announced in Washington last week.

Mr. Stauffer succeeds William B. Lewis, who recently was elevated to associate director of the OWI Domestic Bureau, under Gardner Cowles Jr.

Meservey Not a Candidate

Effective March 15, Mr. Stauffer will take a leave of absence from the agency to assume his new post in Washington. Entering radio in March, 1931 with BBDO, he was in charge of the *March of Time* series. He joined Young & Rubicam in March, 1933, where he became a vice-president in charge of radio operations. In March, 1939 he joined A. & S. Lyons, New York talent agency, as a partner, remaining until he joined Ruthrauff & Ryan in May, 1942.

Since the elevation of Mr. Lewis in January, Douglas Meservey, assistant director of the Bureau, has served as acting chief. He was not a candidate for the top position.

Mr. Stauffer's acceptance of the Government call is the second from the Ruthrauff & Ryan staff to enter the OWI Radio Bureau. Pete Barnum resigned from his production capacity recently to take charge of the Radio Bureau's New York office.

Mr. Kitterton, a recognized authority on literary rights problems, will advise the Government with reference to scripts and material prepared by or for Government agencies. He retains his NBC connection, serving OWI in the capacity of a consultant.

Dairy Coop on Blue

AMERICAN DAIRY ASSN., Chicago (Dairy Farmers Cooperative), will sponsor a series of Sunday quarter-hour institutional programs depicting the dairy farmers' contribution to the war effort. Titled *The Voice of the Dairy Farmer* and featuring Everett Mitchell and Clifton Utley, commentators, the series, to start March 21, will be broadcast on 55 BLUE stations, 1:45-2 p.m. Agency is Campbell-Mithun, Chicago.

P & G Serial Disc

PROCTER & GAMBLE, Cincinnati, in line with its custom of adding independent outlets to network serials, has started a rebroadcast on WINS, New York, of *Vic & Sade*, five-weekly serial heard on both CBS and NBC for Crisco. The transcriptions started March 1, in the 12:15-12:30 p.m. period. WINS is to carry another P & G network serial on a similar basis. Compton Adv., New York, handles Crisco.

Frank J. Cuhel, MBS War Reporter, Among Missing in Crash of Clipper

FRANK J. CUHEL, MBS overseas correspondent who returned to this country from Australia last December, was among those reported missing in the explosion of the *Yankee Clipper* last Monday night at Lisbon, Portugal. Mr. Cuhel was enroute to North Africa.

Overseas broadcasters, network commentators and officials paid high tribute to Mr. Cuhel last week, either on their broadcasts or through statements to the press. "A moment of silence at the correspondent's roundtable in Sydney for Frank Cuhel," was the tribute accorded him by Australian correspondents, according to George L. Moorad, CBS correspondent in that country. William Dunn, CBS foreign correspondent now in New York from Australia, where he worked with Cuhel, spoke on a Mutual program in his honor, saying, "There will be sadness in the hearts of all correspondents who knew him, for they knew what he was—a gentleman, a respected colleague, a stern competitor and an irreplaceable friend." Others honoring Mr. Cuhel were David W. Bailey, director, Australian News & Information Bureau, New York; Mutual commentators, Paul Schubert, John B. Hughes, Boake Carter, Gabriel Heatter and Sydney Moseley.

Was In Batavia

A member of the 1928 Olympic track team, Mr. Cuhel was well known in the sports world for his feats on the varsity track team of the U. of Iowa, of which he was a graduate. Prior to entering radio, he was connected with the export firm of Dodge and Seymour, representing them in the Far East. When Mutual's correspondent in Batavia, Elizabeth Wayne, left the Dutch East Indies she asked Mr. Cuhel to take over the broadcasting post, which he held until March 1942.

He then broadcast from Bandoeng and was on the last ship to leave the Indies before the Japanese invasion of those islands. He returned from Australia and requested Mutual to assign him to the North African front.

Another war correspondent on the ill-fated *Clipper* was Ben Robertson of the *New York Herald Tribune*, who had covered many of this war's battlefronts for the New York newspaper *PM*. Harry G. Seidel, European representative of the Standard Oil Co. of New Jersey, also is among the missing, as is the well-known radio singer Tamara, wife of E. D. Swann, an executive of Foote, Cone & Belding. Jane Froman, radio singer, together with three other entertainers from USO Camp Shows, enroute to England to entertain service men, was reported safe.

The first fatality of a radio man in line of duty, as distinguished from service directly with the armed forces, was Don Bell, chief announcer of KZRH in Manila, who handled NBC foreign pickups. Mr. Bell was captured by the Japs with the fall of Manila and it subsequently was reported that he had been bayoneted to death.

MR. CUHEL

Fred Bate, former chief of NBC's European staff headquartered in London, was injured twice in the London blitz bombings.

Records compiled by BROADCASTING from the best available sources show a total of 18 radio men on active duty with the armed forces have been killed or are missing in line of duty. The last to be reported were Lt. Col. Russell R. Brunner, former manager of WBAA, Purdue University, reported missing in action while on active duty with the Directorate of Communications of the Air Corps, and Douglas Young, former staff member of KMTR, Hollywood, killed in action during the Coral Sea offensive [BROADCASTING, Feb. 8].

Other Casualties

Mr. Bell worked under Bert Silen, general manager of KZRH, and served as NBC correspondent in Manila until it was captured by the Japanese. Mr. Silen presumably is a Jap prisoner. Mr. Bell and Mr. Silen had made the memorable eye-witness broadcast Dec. 8 of the Manila bombing. Reports received here, thus far unconfirmed, were that Mr. Bell had been tortured by the Japs and finally bayoneted to death.

Another radio newsman has been killed in the war. Ed Baudry, CBC correspondent, died of a machine gun bullet received over Spanish Morocco while flying to attend the meeting in North Africa between President Roosevelt and Prime Minister Churchill.

Three other radio men are believed prisoners of the enemy, in addition to Mr. Silen. They are: Royal Arch Gunnison, Mutual's correspondent in Manila, taken prisoner by the Japs, and Ed Ward and Eric Davis of CBC.

DAVIS BROADCASTS TO OPEN MARCH

BEGINNING March 12, Elmer D[avis], Office of War Information [di]rector, will start his weekly 15-[mi]ute series over NBC, CBS [and] BLUE from 10:45-11 p.m. (EWT) with a rebroadcast over MBS [on] Saturday at 4 p.m.

When the announcement [was] last Thursday, Mr. Davis was [in] Florida for a few days of rest, [but] his office explained that he had set down three rules for himself: the use of material: No news will be used which hasn't already been released to press and radio; "broadcasts will be factual and will attempt to summarize and clarify important war developments" with view to "clear understanding of the nation's war problems"; each broadcast will aim at answering the top questions of the week.

In anncuncing the series' start, OWI quoted Mr. Davis as saying that he took his action in response to mail from citizens interested in knowing how various developments affect them as individuals. It was also said that a group of station operators had sought his aid in explaining issues of the war to listeners.

FDR Rating on Feb. 22 Drops to Low of 45.7

ON LINCOLN's birthday, Feb. 12, and Washington's birthday, Feb. 22, President Roosevelt's speeches as broadcast on the four major networks, were measured by C. E. Hooper Inc., New York, in special listening audience surveys for CBS. The Feb. 12 talk, in which the chief executive reported on future war plans of the Allied nations, attained a Hooper rating of 57.1 and was heard by 43,782,000 persons in this country. A total of 34,397,000 persons, with reports not received from two cities, heard the Feb. 22 speech, according to Hooper, giving the broadcast a 45.7 rating.

The Feb. 22 rating, according to available records, was the lowest since Oct. 12, 1940, for the Chief Executive, when the Hooper rating was 31.4. The Hooper high for the President was 79 for his Declaration of War address.

New Listener High

PREMIERE, on Feb. 12, of *All Time Hit Parade*, NBC program sponsored by American Tobacco Co. Friday, 8:30-9 p.m., received the highest rating ever reported by the CAB for the first broadcast of a new radio program. The program was heard by 17.9 percent of set owners. The 8:30-9 p.m. period was formerly occupied by *Information Please*, now moved to Monday 10:30-11 p.m. with Heinz Co., its sponsor. American Tobacco agency is Foote, Cone & Belding.

FDR on Air Feb. 28

PRESIDENT Roosevelt was to be heard at 4:15 p.m. on the four networks Sunday, Feb. 28 in a broadcast for the American Red Cross. Gen. Dwight D. Eisenhower, Commander of the Allied Forces in North Africa, and Admiral Chester Nimitz, Commander-in-Chief of the Pacific Fleet, were scheduled on the same program, speaking from their respective fields of operation.

NAB Calls for War Conference in Spring

Board Designates Either Chicago Or New York

IN KEEPING with the times, the NAB board of directors last Friday cancelled the 1943 annual convention — which was to have been the 21st— and instead authorized a Radio War Conference to be held in Chicago or New York in mid-April or early May.

Agreeing that this is no time to hold an annual meeting of the ordinary peacetime character, the board approved the suggestion of President Neville Miller that the War Conference be called with top Government spokesmen identified with radio and the war effort participating. Such a meeting, including plenty of round-table conferences and breakfast sessions, might be crammed into two days, and at the outside three, instead of the customary four-day session, with banquets, cocktail parties, golf tournaments and the like [BROADCASTING, Feb. 22].

Date, Site Indefinite

Neither the date nor the location of the Radio War Conference were definitely settled, since suitable accommodations must be arranged. It was agreed, however, that the session should be held between April 15 and May 15, preferably in Chicago but, if necessary, in New York. C. E. Arney Jr., acting secretary-treasurer of the NAB and convention manager, will negotiate in Chicago and New York for accommodations and pegging of the definite dates.

The transportation situation makes a central location desirable from every viewpoint, since Director of Defense Transportation Joseph Eastman has suggested that conferences be held at a minimum and only if directly identified with the war effort.

At its two-day meeting in New York Thursday and Friday, the board whipped through a crowded agenda and heard progress reports from President Miller and members of his executive staff. It found no occasion, however, to take formal actions on such matters as the Petrillo-provoked recording strike, the Cox inquiry into the FCC, and other current matters having a bearing on industry operations.

Resolutions adopted by the board commended the NAB Retail Promotion Committee, headed by Paul W. Morency, WTIC, Hartford, for "the splendid job it had done," and condemned the trend toward abolition of war time.

The board reaffirmed its support of the retail promotion plan which is being handled by the NAB under the direction of Lew Avery, director of broadcast advertising. Individual directors pledged their cooperation to successful consummation of the project, looking toward industry participation in a fund to develop retail advertising for radio, notably in the department store field.

Confusion Seen

In condemning the recent action of a number of states in abolishing Federal War Time, the board said this constituted "a threat to America's civilian communications system, now vital in wartime." The board added that "if this confusion grows, the people will find themselves more and more isolated from the Office of War Information, whose effective use of radio depends on a uniform national time schedule."

A considerable portion of the two-day session was devoted to discussion of the music situation but the board was not impelled to take official action. Other reports covered the legislative and regulatory situation, including the pending decision of the Supreme Court on the FCC network-monopoly regulations, and its effect upon the industry if the Commission is sustained. Action was not required, however.

Wartime problems of labor and materials were reviewed in all their aspects, including the manpower shortage and the 48-hour week regulations. Availability of tubes, batteries, home receivers, gasoline and tires all were covered.

The board agreed to continue its policy of watchful waiting for further clarification and amplification of Government policies with emphasis on any action which may be necessary to protect the interests of the listening public and the industry.

Apropos the conference, it was made clear that it would be limited to business sessions only. There will be no banquet, golf tournament, cocktail parties, or entertainment. Luncheon sessions also will be devoted to business, with speakers selected to cover topics of first industry importance. The tentative agenda has not been drawn but it was agreed that the meeting would be confined to war and war-dictated matters, with Government spokesmen to predominate.

The board approved the 1943 budget for the Association, submitted by Mr. Arney. The new budget is approximately $296,000, including a number of special non-recurring expenses. Without these items the normal 1943 budget is approximately $257,000. This represents a decrease of $4,000 from last year's normal budget of $261,000.

In considering amendments to by-laws, it voted transfer of the State of Maryland from District 4, which comprised North Carolina, South Carolina, Virginia and West Virginia, to District 3, which heretofore has comprised Delaware and Pennsylvania.

Good Attendance

The entire board of 23 members was present for the two-day session, with the exception of Edwin W. Craig, WSM, Nashville, director-at-large for clear-channel stations, who was detained at home because of draft board and other essential activities.

Board members who participated were Paul W. Morency, WTIC, Hartford; Kolin Hager, WGY, Schenectady; Isaac D. Levy, WCAU, Philadelphia; G. Richard Shafto, WIS, Columbia, S. C.; Frank King, WMBR, Jacksonville, Fla.; Hoyt B. Wooten, WREC, Memphis; J. Harold Ryan, WSPD, Toledo; John E. Fetzer, WKZO, Kalamazoo; Edgar L. Bill, WMBD, Peoria, Ill.; John J. Gillin Jr., WOW, Omaha; E. L. Hayek, KATE, Albert Lea, Minn.; William B. Way, KVOO Tulsa; Hugh A. L. Halff, WOAI, San Antonio; Ed Yocum, KGHL, Billings, Mont.; Arthur Westlund, KRE, Berkeley, Cal.; Calvin J. Smith, KFAC, Los Angeles; Harry R. Spence KXRO, Aberdeen, Wash.; J. O. Maland, WHO, Des Moines; Eugene P. O'Fallon, KFEL, Denver; Don S. Elias, WWNC, Asheville, N. C.; Herbert Hollister, KANS, Wichita; James W. Woodruff Jr., WRBL, Columbus, Ga.; Paul W. Kesten, CBS, New York; Frank M. Russell, NBC, Washington, D. C.

In addition to President Miller, other NAB staff executives present included C. E. Arney Jr., assistant to the president; Willard Egolf, newly appointed public relations and Washington contact executive; Walter Dennis, recently named information director; Lew Avery, director of the department of broadcast advertising; and Everett E. Revercomb, auditor.

Harold V. Hough, operating head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper-Radio Committee, conferred with the board at lunch at the Thursday session, along with Sydney M. Kaye, NAB chief counsel in the Petrillo matter and counsel for the Newspaper-Radio Committee.

Garey Planning 25-Man Staff To Aid in FCC Investigation

Fred R. Walker, Former Assistant U. S. District Attorney, is Chief Aide to Counsel for Probe

PLANNING to remain in Washington until the job is finished, Eugene L. Garey, chief counsel of the select House committee to investigate the FCC, will be in Washington tomorrow (Tuesday) to organize a staff of lawyers and investigators preparatory to launching of the inquiry. Mr. Garey is taking leave from his New York firm and will devote all of his time to the Cox Committee investigation.

First appointment to be announced by Mr. Garey, who was named chief counsel Feb. 19 by Chairman Eugene E. Cox (D-Ga.), of the committee, is Fred R. Walker, former assistant United States Attorney in Detroit, who will be chief assistant counsel. In disclosing this appointment in Detroit last Thursday, Mr. Garey said he proposed to set up an organization of 25 lawyers and investigators to review the activities of the FCC since its formation in 1934. The Cox Committee has an initial fund of $60,000 for the inquiry.

No Hearings Set

The committee, Mr. Garey declared, will seek to ascertain what FCC Chairman James Lawrence Fly and his aides and associates "have been doing to 'socialize' the radio broadcasting industry." Moreover, he declared, "we are going to find out whether the Commission has a policy of its own or whether it follows the policy in accordance with the laws of Congress."

When the inquiry will get under way has not yet been determined. Chairman Cox said he would await the recommendation of Mr. Garey before announcing an opening date. Mr. Garey asserted that he saw little likelihood of launching the public hearings for about a month, stating he did not propose to go off "half-cocked."

Mr. Garey's new chief assistant, Mr. Walker, was born in Traverse City, Mich., 41 years ago. An active trial lawyer, he has handled a number of important cases since he retired from the U. S. Attorney's office in 1937. Among his recent cases have been the defense of the United States versus McKay, McKeighan, et al., a political indictment proceeding, and the trials arising out of the Ferguson one-man grand jury investigation.

Mr. Walker was educated in the Michigan public schools, and is a graduate of the Detroit College of Law. He was Assistant U. S. Attorney for ten years, ending his term in 1937.

He has been admitted to practice in all courts in Michigan, the U. S. courts in Michigan, Illinois, South Carolina and Florida, and the Circuit Court of Appeals for the Sixth Circuit. He was chief trial attor-

(*Cont'd on page 37*)

Time Shift Is Declared Threat to Radio

Widespread Shift Would Affect Net Shows

AN ACUTE reduction in electrical power capacity, which conceivably could lead to curtailment of broadcasting, will result if the individual states continue to repeal War Time, it was disclosed last week in Washington as several Government agencies prepared to preserve war production schedules.

Deeply concerned over the wave of "back-to-normal-time" which is sweeping the country state by state, the Federal Power Commission, War Production Board and Interstate Commerce Commission keenly watched the situation as state after state joined the parade to return to normal time.

Effects of Time Shift

These developments have come to light:

(1) Repeal of War Time on a large scale, particularly in industrial areas, inevitably would lead to a power shortage which might easily result in reduction in broadcasting power.

(2) Georgia, Michigan and Ohio, already operating under slow time, have been thrown into confusion, with larger cities remaining on War Time and rural areas turning back clocks an hour. Broadcasters are perplexed as they attempt to rearrange program schedules to conform to both War Time (for network shows) and slow time for local productions. The industry also is perplexed over possible rebates to sponsors who bought Class A time 6-7 p.m. (War Time) and whose programs go to 5-6 p.m. under local slow time.

(3) Rep. White (D-Ida.) introduced in the House last week two bills (HR-1939, HR-1997) to establish Pacific Standard Time for a portion of Idaho, now under Mountain War Time.

(4) Rep. Gilchrist (R-Ia.) and Rep. Johnson (R-Ind.) introduced in the House concurrent resolutions adopted by their state legislatures memorializing Congress to repeal Federal War Time.

(5) Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee disclosed that he will shortly announce a subcommittee to conduct hearings on concurrent resolutions (HConRes-9, HConRes-10) introduced Jan. 26 by Reps. Brehm (R-O.) and Cole (R-Mo.) [BROADCASTING, Feb. 1] to repeal War Time.

Stations Favor War Times

The move to repeal Federal Time has expanded to include, besides Georgia, Michigan and Ohio, already on slow time, Indiana, Kansas, Oklahoma, Idaho, Iowa and New York. The latter state was one of the first to adopt Daylight Saving Time during the summer before the war but a move on the part of the farm section to revert to Standard Time is gaining momentum.

Broadcasters generally are agreed on the Government's policy of universal time for the nation, although in a few scattered instances stations serving rural areas have lined up with the opposition.

A survey recently completed by the Federal Power Commission of a typical December day shows that more than 3¼ million kw. were saved in 1942. Somewhat on the conservative side, the FPC doesn't attribute all power conservation to War Time, but about half of it. The remainder takes into consideration dimouts on the two coasts and other possible contributing factors, although the survey definitely points to War Time as the major factor in reduction of evening peak loads.

In 1938 the evening peak load for the nation was 10.5% higher than the morning peak. In 1939 it rose to 12.4% more than the morning peak but dropped to 11.6% in 1940. A year later it jumped to 12.3% over the morning peak, despite the fact that the nation already was in war production. The average increase of the evening peak load over the morning peak was 11.7%.

To balance the capacity and assure sufficient power for industrial purposes it was necessary to keep the evening peak within reasonable range of the morning peak if the country was to produce war munitions on a large scale. Consequently both the FPC and WPB urged adoption of Daylight Saving Time to reduce the evening peak load during the winter.

Change Threatens Production

Without comment the FPC power consumption chart tells the story. In 1942, the first year under War Time, the evening peak load was slightly under the morning top, instead of being above it. That means, say FPC officials, that under the present system of universal War Time the nation can continue to function with sufficient power for all needs.

Returning the country or even a large segment to Standard Time again would increase the evening peak load and tax the capacity of the power plants. Pre-war plans of the utilities companies to build additional power plants to care for the increased peak anticipated with the expansion of war production were abandoned.

The WPB, mindful of the critical shortage of copper and other metals necessary for instruments of war, together with other Government agencies, agreed that the metals could be diverted to munitions if the power capacities were not increased. There was but one alternative—Daylight Saving Time. With that in mind Congress on Jan. 20, 1942, passed the Federal Time bill which now is being attacked in some quarters as unnecessary.

In a letter to the Mason City, Ia. *Globe-Gazette*, which is fighting to retain War Time, Chairman Leland Olds of the FPC declared:

"The magnitude of the capacity released by War Time for serving expanding war production, Army camps and other essential wartime needs, is such that the repeal of War Time would increase seriously the burden on already overworked generating equipment with detrimental effect to the war effort. In many sections of the country it would be necessary to impose severe curtailment measures to compensate for the savings lost through repeal of War Time."

While FPC officials declined to suggest just what curtailments might be necessary it was pointed out that they could easily include broadcasting. For instance in an area confronted with transportation and fuel problems the power burden would be taxed beyond capacity. That would mean one thing —reduction of power.

War Industry First

First to get consideration would be war industries and military installations, hospitals and other public necessities, and so on. Elmer Davis, director of the Office of War Information, and other high Government officials have repeatedly said that radio is vital to the war effort. If, however, the situation became acute, FPC pointed out that radio could easily be curtailed to the extent that certain stations in a given area could remain in operation while others might be obliged to reduce or suspend.

In such event the first stations to feel the impact of power shortage would be the small locals, already hard-pressed for lack of revenue. Repeal of War Time could easily be the means of throwing the smaller stations out of business. So concerned is the FCC over retaining all outlets that Chairman Fly has conferred with network officials in an effort to arrive at some relief through expanded network facilities [BROADCASTING, Feb. 22].

Some Congressmen have stated on the floor of the House that War Time makes no difference since

(*Continued on page 43*)

TWO CROSLEY TIMES
WLW and WSAI Operate on Different Clocks

TIME CHANGE literally divided the Crosley Corp., Cincinnati, against itself with WLW, 50,000-watt clear channel outlet turning back its clocks one hour to conform to Ohio's new Standard Time and its sister-station, WSAI, 5,000-watt regional, remaining on War Time. All other Cincinnati stations, WCKY, WCPO and WKRC, will stick with Cincinnati's City Council in observing War Time.

Explaining the unusual procedure for WLW James D. Shouse, Crosley vice-president in charge of broadcasting, said: "The FCC licenses such stations (as WLW) to provide service not only to people living in metropolitan communities, but also to people living in small town and rural sections who do not have local radio stations to serve them. Consequently WLW expects to arrange its program schedules to conform to the Ohio State law, regardless of the action on the part of the Cincinnati City Council."

IOWA MERCHANTS PREFER RADIO
Surveys of Grocers and Druggists Indicate Medium Is Best for Selling

RADIO is overwhelmingly the most effective means of producing sales for Iowa grocers and druggists, according to statewide surveys conducted recently by the Iowa Pharmaceutical Assn. and the Iowa Retail Grocers & Meat Dealer Assn. and distributed in copyrighted brochures by WHO, Des Moines.

Of the 605 druggists replying to letters mailed by the Iowa Pharmaceutical Assn., 529 preferred radio, 47 preferred large daily newspapers, 27 farm papers and 2 billboards. Radio also was first choice of retail grocers and meat dealers. A total of 403 merchants of 680 responding to the Iowa Retail Grocers and Meat Dealers Assn. query named radio as advertising medium No. 1, while 121 preferred large large daily newspapers, 10 billboards and 56 farm publications.

Grocers and druggists indicated on official survey cards which of four advertising media — farm papers, large daily newspapers, outdoor billboards or radio stations —helped to sell the most goods for them, and identified the media.

GUEST OF HONOR at a recent cocktail party and reception given by Yankee Network in Boston was Miller McClintock, Mutual's new president (center), who is chatting with John Shepard, 3rd, president of Yankee (l), and Howard Fitzpatrick, who is the radio editor of *The Boston Post*.

XUM

No idea backed by the sound of WOR has ever failed to get results!

'Rock-Bottom' Rationing Plan Would Affect Radio Sponsors

Broadcast Advertisers Not Hit as Sharply as Expected in Long-Range Report of WPB

MINIMUM civilian needs in a "rock bottom" or "state-of-siege" war economy, estimated by a WPB planning committee as the ultimate in any Government conservation program, would involve serious retrenchment by some of radio's major advertisers, a study of the Government plan revealed last week, but the overall picture seemed far brighter than many industry leaders had dared to hope.

The survey was made by the WPB's Office of Civilian Supply at the request of James P. Byrnes, Director of Economic Stabilization. In its preliminary form it lists many of the industry's important customers among producers who should operate at near normal levels to maintain the efficiency of a fighting nation's home front.

Merely a Guide

Purpose of the report is not to forecast future rationing, as many business leaders and heads of families assumed when it was made public, but to provide planning agencies with a guide for the minimum supply they must allot for civilians. "It is not a recommendation, but a warning beyond which rationing should not go," one WPB official explained. The report is based only on civilian needs, he pointed out, not on available supply, so in most cases there is no reason to assume that it represents anything like the economy that actually will prevail.

This was underlined last Thursday when WPB Chief Donald Nelson told his news conference that he believed the country would be able to equip an army of 11,000,000 men this year without curtailing civilians to the danger levels staked out in the report.

Although WPB has prepared only a preliminary report of the survey and will not release the entire plan for about another month, available information offers a clear picture of "the worst" that can be expected. It means a loss in almost every group of advertisers, but it leaves a sizable proportion of regular business in addition to institutional prospects.

According to latest reports on major timebuyers for 1942, more than 75% of network sponsorship came from four industry groups: Drug & Toilet Goods; Foods & Food Beverages; Soap & Household Supplies; Tobacco Products. [BROADCASTING *Yearbook* for 1943]. Although WPB's blueprint involves sharp production cuts in some of these fields, particularly among drugs and toilet goods, almost all could continue to operate and most would run close to normal.

Biggest advertising group on radio networks in 1942 was the drug and toilet goods segment, whose billings grossed $32,395,000, about 27.5% of total sales. Under WPB's "rock bottom" estimate, many of these items would be hurt, but the majority would continue at over 50% of the 1939 consumption level.

Shaving and toilet soaps would run at 67%; lipsticks & rouge, 70%; deodorants, 70%. Face powder would be slashed to 50%, creams and shampoos to 50%, dentrifices to 40%.

Explaining this production in an all-out economy, WPB said for cosmetics, "certain cosmetics serve to counteract fatigue, and may increase efficiency in a factory by 10 to 15%." Dentifrices, WPB said, "involve tremendous physical waste."

Radio's drug advertisers might suffer if production for civilians were reduced to the ultimate level. Proprietary medicines advertised to the public would be cut to 50%, and other drugs to 75%.

But in other important groups of radio advertisers, the losses would be far less marked. Tobacco, buyers of a gross $18,176,000, or 15.4% in 1942, should continue at 85% of the 1939 level, the report says, declaring that experience in other countries indicates substantial quantities of these products should be made available for maintenance of morale.

The speculative nature of the entire plan was demonstrated recently when another WPB branch, the Tobacco & Beverage Division, announced that actually cigarettes will be made in far greater quantity than minimum needs and that production will reach about 125% of the 1939 level.

Bright Spots

Some bright spots appeared in the food fields, too, where rationing has already touched firms that were among buyers of 22.1% of last year's network time. Cereals, for instance, always heavy users of daytime radio, would run at 117% of the 1939 level, and the nation would use 125% of dried beans, peas and nuts. Gum and dog foods would produce 80% of their 1939 volume.

A fourth great radio advertising class, soaps, would make 67% of their 1939 total under the "minimum" plan. Soft drinks, a $5,500,000 network customer, would run at 65%, as would beers and wines.

Other aspects of the program affecting radio, both national and local, involved the position of other media in such a program. Radio, as the user of equipment requiring a minimum manpower for supply and operation, would fare well on this score and might be required to carry more of the advertising burden. Newspapers and magazines could be cut to 20% of their paper demands of 1939, WPB estimated. Again, it is amply clear in Washington that no such drastic situations are under immediate consideration.

Many commodity manufacturers, under the Office of Civilian Supply's report, would be reduced merely to institutional advertising. Auto manufacturers, buyers of 4% of network time last year, are already at zero production. Petroleum firms, users of 2.7% last year, would meet 40% of their 1939 civilian business; furniture manufacturing would be at 27%; rugs, 12.8%; refrigerators, 3.7%; electrical appliances, 1.4%; radios & phonographs, 2.5%; clocks and watches, .9%; jewelry, zero; pens, .4%.

Service Allotments

Encouraging to local outlets would be allotments for so-called "services." Recreation would be at 60% of 1939; restaurants 90%; utilities, 89%; clothing 64%, footwear, 68.4%, care of attire, 85.5%, all businesses offering rich sources of local broadcasting revenues.

The report says that production of radios, radio replacement parts, and phonographs could come to a standstill, although replacement tubes should be provided at 50% of the 1939 production rate. Phonograph records would be needed at 10% of the 1939 level, but phonograph needles would be needed at 50% of 1939.

The actual effect of such a program on advertising revenues could hardly be estimated, figures for last year, when rationing programs and conversion of industry began to be felt, being in conflict.

As a whole, despite wartime uncertainties radio advertising reached a new high of $191,000,000 in 1942. There was little change in relative importance of various basic types of radio advertising. National network, and national and regional non-network were up slightly, while local declined about 1.6%.

Among war-hit industries, gasoline advertising was 45% below 1941 levels, yet automobile institutional was up 15%, and soft drinks, despite sugar rationing, jumped 33%.

Pause a moment and shed a tear,
For tragedy has tarried here,
A mighty voice was 'SXO,
The time has come for it to go.
This engineering monument
Is not defunct—It's just "For Rent".

The cartoonist is Homer A. Ray Jr., transmitter engineer of WLW and the developmental transmitter W8XO, which has operated experimentally with 500,000 watts until terminated by the FCC the 1st of this year. The author of the "Epitaph" is anonymous, but presumably is on the WLW-W8XO transmitter staff.

Roma Wines on CBS

SCHENLEY DISTILLERS Corp., New York (Roma wines), on March 4 starts a weekly half-hour comedy series headed by Ransom Sherman on approximately 116 CBS stations, Thursday, 8-8:30 p.m. (EWT), with West Coast repeat, 9:30-10 p.m. (PWT). Contract is for 52 weeks. Titled *The Ransom Sherman Show* and packaged by James L. Saphier Agency, Hollywood talent service, program also will feature Leo Carillo, film star, with a male vocalist and guest stars. Lud Gluskin is musical director. Tom McAvity, executive of Saphier Agency, will produce. McCann - Erickson, New York, is agency.

Big Frog ROILS Big Puddle

The ideal way to splash advertising *all* across New England, from Cape Cod to the Canadian border, is to get action from WBZ. Its mighty, water-borne voice is familiar in every cove and valley; its impact starts sales ripples from Martha's Vineyard to Maine's Desolation Pond.

Little frogs can stir up little puddles, and smaller stations are fine for smaller markets. But when you hunt sales in New England you're after big game. Let go with both barrels, WBZ and WBZA.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc.
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

OPA Mandatory Grade Label Plans Unchanged, Says Brown

Packers Claim Regulation Jeopardizes Them; Rep. Halleck Calls for Investigation

OPA PLANS for mandatory grade labeling of the 1943 pack of fruits and vegetables have not been changed, Price Administrator Prentiss M. Brown said in a statement last week, clearly indicating that the regulation would remain in force, at least for the duration.

Mr. Brown's remarks were intended to overcome rumors circulating among food packers that OPA would abandon grade labeling ordered by former OPA Chief Leon Henderson. They reiterated OPA's position in the face of Congressional attacks on standardization and simplification programs.

Challenged in Congress

Original announcement of the merchandising control measure was made by Mr. Henderson in December, and a month later OPA ordered the regulation put into effect on canned grapefruit juice [BROADCASTING, Feb. 8].

Shortly afterwards, Rep. Halleck (R-Ind.) challenged the policy, and introduced a resolution calling for a study by the House Interstate & Foreign Commerce Committee. Rep. Halleck said he feared grade labeling and other contemplated Government standardization programs might be a prelude to the abolition of brand names, and the destruction of competitive advertising.

In reaffirming his intention to insist on grade labeling, Mr. Brown put forward the same argument advanced by his predecessor that grade labeling was essential to the effective control of canned fruit and vegetable prices. He repeated that he did not intend it as "a reform measure".

Unless price is tied to grade, he said, OPA would have to use a complex formula of ceilings on foods. "Only by flat pricing of grades can the wide varieties in quality and costs be reduced to understandable terms for the consumer".

Rep. Halleck, informed of Mr. Brown's statement, said he would press for an early hearing on his resolution for an investigation. The resolution has rested in the Rules Committee since it was introduced a month ago. As a member of both the Rules Committee and the Interstate Commerce Committee, Rep. Halleck is considered to be in a strategic position to get action on the measure.

Representatives of canning interests, which have opposed grade labeling for many years, were in Washington last week to discuss the matter with OPA and Congressional authorities. Their opposition to the OPA rule was based on fear that it would lead to an end of brand names, and a belief that Government standards would create an impossible labeling problem.

One spokesman for a large packing house told OPA that the standards the Government set up would place canners in constant jeopardy because moisture, solid content and other variations were likely to induce differences in grading judgments between Government inspectors and packers' representatives.

OPA has maintained that its standards, set up by the Agriculture Marketing Administration of the Agriculture Dept., were workable. A representatinve pointed out that all food jobbing is now done by grades accepted among the packers themselves. He said OPA believed there was no reason why these grades could not be printed on labels.

Rep. Halleck told the House that he is concerned with any tendency of war agency officials to set up standardization programs which might upset the normal competitive economy. He pointed out that Congress had turned down grade labeling when it revised the Pure Food and Drug Act a few years ago.

"The Interstate Commerce Committee should examine projects such as grade labeling to determine whether they are necessary for the war, or whether less drastic alternatives are possible", he said.

The Congressman explained that some food packers have suggested to him that OPA could establish ceilings on each brand of goods at the producer's level, and allow a fixed markup to jobbers and retailers. As a Congressman he said he is not advocating any particular method, but feels that the Interstate Commerce Committee should look into grade labeling to see whether it is essential.

In his defense of grade labeling, Price Administrator Brown declared that the rule will enable the housewife to know what she is buying. He pointed out that the Army already requires grade labeling of whatever it buys.

FCC Queries 160 Outlets On Foreign Programs

CONTINUED progress in the FCC study of foreign language programs became apparent last week when it was disclosed that another questionnaire was being sent to 160 stations to obtain the latest data on the manner on which they are handling such programs.

In general this check is calculated to obtain names of foreign language sponsors, names of all personnel involved in such programs, precautions being taken with scripts and the station's monitoring setup. There is nothing new in this study but rather represents a phase of the continuing study of foreign language broadcasts.

WORL WINED 400 radio executives and their wives at a cocktail party in Boston's Statler Hotel to commemorate the opening of the station's new studios at 216 Tremont St. Here are five of the group: Front, Harold A Lafount (1), owner of WORL and president of the Atlantic Coast Network; George Lasker, manager of WORL; second row, Bud Armstrong, general manager, WCOP, Boston; Ed Codel, general manager, Atlantic Coast Network; Arthur Simon, general manager, WPEN. Among others present were Ralph Weil, manager of WOV, New York, and Richard Davis, WNBC, Hartford.

H. R. Gross at WISH

H. R. GROSS, former *Sohio Reporter* on WLW, Cincinnati, and for five years news editor and chief newscaster of WHO, Des Moines, has been appointed news editor of WISH, Indianapolis. In addition to supervising the newsroom Mr. Gross is on the air thrice-daily, at 5:30 p.m. for L. S. Ayres & Co., (men's clothing); at 6:30 p.m., sponsored by American States Ins. Co. and American States Fire Ins. Co., and at 10 p.m., sustaining. Before entering radio Mr. Gross for several years was a newspaperman. He is a veteran of the first World War.

Mr. Gross

Blade Series

CONSOLIDATED RAZOR Blade Co., Jersey City, to promote its Berkeley double-edge blades, on Feb. 24 began sponsorship of "marital" quiz show titled *The Better Half*, which has been heard sustaining on WOR, New York, for almost a year. Originated by Jack Byrne, WOR engineer, the show features married couples from the audience answering questions and doing stunts, with Tom Sawyer as m.c. Series is now heard Wednesdays, 8:30-9 p.m. Agency is Grey Adv., New York.

Stillicious Program

CHOCOLATE PRODUCTS Co., Chicago (chocolate, candy products), is sponsoring a series of Sunday evening quarter-hour programs, *Stillicious Serenade*, on KSTP, Minneapolis. Musical quartet is featured. Agency is McCord Co., Minneapolis.

SMALLER OUTLETS VITAL SAYS FLY

WHATEVER the reason for the financial plight of small stations, many of them nevertheless are regarded as "essential to the nation in time of war" and therefore should be sustained, according to FCC Chairman James Lawrence Fly.

At his news conference last Monday, Mr. Fly parried questions as to responsibility for the economic condition of some stations. Responding to an observation by a reporter that the idea prevails among some advertisers that the small station situation is not a war problem since many of them have been economically depressed for a long time, the Chairman said this statement was not "quite accurate." Assuming that many of them have been in a bad way for a long time, he commented, however, that their service is regarded as essential during wartime.

Asked whether maintenance of these stations was a responsibility of the advertiser, the Chairman emphatically said he had not suggested this at all. "It is not a question of fault or dereliction," he added. "It is a question of recognizing certain circumstances which may very well enlist the sympathetic attention of all of us who are promoting that very essential service."

Precise figures on the status of "loser" stations, based on questionnaires sent out early this year by the FCC accounting department, probably will not be available until mid-March. Preliminary surveys indicate that the situation was no worse in 1942 than it was the preceding year, though the outlook is regarded as far from favorable by Chairman Fly.

WPB ORDERS TUBES FOR CIVILIAN USE

APPROVAL of a WPB plan for mass production of enough replacement tubes to maintain civilian listening sets for the duration has now been given by the Vacuum Tube Industry Advisory Committee, and the program is now in production, Frank H. McIntosh, chief of Foreign & Domestic Broadcasting, announced Friday.

The program has been under consideration at the Radio & Radar Division since November but has been held up by failure of the tube makers to agree on types that should be manufactured. The finished list, as agreed on Friday, provides for 114 most essential types, enough to service 90% of the nation's radios.

Mr. McIntosh said seven tube manufacturers would participate in the program and that the tubes would not bear a maker's name. They will, however, be of pre-war quality and meet American Standards Assn. specifications.

Firms cooperating in the project, which calls for 11,000,000 tubes by July 1, are: Hytron Corp., Salem, Mass.; National Union Radio Corp., Newark; Raytheon Production Corp., Newton, Mass.; Ken-Rad Tube & Lamp Corp., Owensboro, Ky.; Tung-Sol Lamp Works, Newark; Victor Division, RCA, Harrison, N. J.; Sylvania Electric Products, Emporia, Pa.

XUM

NEWS THAT BRINGS IN REVENUES

the FOUNTAIN OF YOUTH Broadcasting Company — RADIO STATION WFOY * C.B.S.

ST. AUGUSTINE FLORIDA

Mr. Walter Rundle
Promotion Manager
United Press Association
News Building
New York, New York

February 5, 1943

Dear Mr. Rundle:

A 94% INCREASE in sponsored United Press Shows!

That's the record established by our sales department during the first month of the new year. When 1943 rolled around the WFOY weekly schedule showed 33 sponsored news and newsfeatures. Before the month ended the weekly schedule had 31 additional sponsored news programs. A total of 64 such shows. A 94% increase in less than 31 days!

When such splendid features as those released by United Press are offered to a client with enthusiasm a signed contract will most assuredly be the results.

We rely on United Press as a revenue-getter inspite of the fact that a major portion of our news originates on a sustaining and commercial basis with the Columbia Broadcasting System.

With every good wish, I am,

Cordially yours,

FOUNTAIN OF YOUTH BROADCASTING COMPANY

J. Allen Brown

J. Allen Brown, General Manager

JAB/bb

U. P. RADIO NEWS PROVIDES

Largest world-wide staff of trained radio writers . . . Coast-to-coast wire for radio news exclusively . . . 24-hour service . . . Nine daily 5-minute news digests, seven daily 15-minute news summaries, ready for broadcast and delivered precisely on fixed schedules.

Included with the news service, the following year-round features—the most varied and widely sponsored in radio: Daily Chuckles . . . Design for Wartime Living . . . Highlights of Week's News . . . In Movieland . . . In the Woman's World . . . On the Farm Front . . . Speaking of Sports . . . Time Out . . . Today's American Hero . . . Today's War Commentary . . . We Cover the Battlefronts . . . Week End Business Review . . . Women in the News.

Plus such highly saleable, seasonal features as: Wartime Spring Training (pre-season baseball analysis and reports direct from the camps) . . . Facts about Taxes (programs of instruction for Uncle Sam's 50 million income tax payers) . . . Your Football Prophet (weekly football predictions and sidelights) . . . Year-End Reviews (nine 15-minute scripts summarizing the year's biggest news) . . . Soldiers of the Press (a 15-minute transcription dramatizing war-front news coverage).

FOREMOST BECAUSE IT OFFERS MOST **UNITED PRESS**

Liberal Ruling on 48-Hour Week Plan Foreseen if McNutt Retains His Post

BARRING a complete upheaval in the policy and personnel of the War Manpower Commission, radio may benefit in case of a liberal interpretation of the 48-hour week control, it developed last week following a meeting of the NAB National Labor Executive and Wage & Hour Committees with Edward D. Hollander, assistant chief of the WMC planning division.

Mr. Hollander, who attended the NAB committee meeting to get some idea of radio's problems, told the conferees the WMC is interested only in stabilizing manpower rather than increasing the work week. He indicated that WMC interpretation of the regulations with reference to broadcasting would be based on radio's employment setup. He felt the burden of proof was on the employer to show cause why any given department or function within broadcasting could not operate efficiently on a 48-hour week.

McNutt Attacked

Offsetting industry optimism, however, is the current move on Capitol Hill to unseat WMC Chief Paul V. McNutt. Several measures, introduced in both Houses of Congress to control manpower by legislation, have been vigorously opposed by the manpower chief, who believes in the voluntary system of control. Should McNutt be ousted, it appeared certain the inevitable upheaval would leave the industry and every other business in the dark.

If, on the other hand, the WMC remains intact, interpretations affecting radio are expected to be based upon information now being gathered through the NAB. At Mr. Hollander's suggestion the NAB will conduct a survey of Washington's six stations, since the nation's capital is one of the 32 cities designated as critical.

Ralph Brunton, owner of KJBS, San Francisco, was assigned to gather data from all stations in his area on possible operation under a 48-hour week. Quincy Brackett, owner of WSPR, Springfield, Mass., will conduct a similar study in his city.

Preparations in Washington already are under way, led by Joseph Miller, NAB director of labor relations, and Kenneth Yourd, CBS Washington counsel. They have prepared forms for informal reports of each department within the city's six stations.

The Washington data, expected within two weeks, and other information covering representative stations, will be turned over to the WMC as a basis for a directive covering all phases of broadcasting which will be prepared.

In general it appeared, following the NAB meeting, that stations increasing their work week from 40 hours, particularly the larger ones, would release little personnel. Most smaller stations already have been placed on work weeks ranging up to 48 hours.

Others attending the meeting were: John Elmer, WCBM, Baltimore; John MacDonald, Ernest de la Osso, NBC New York; Howard Hausman, CBS; C. T. Lucey, WRVA, Richmond, Va.; Henry Johnston, WSGN, Birmingham.

ELECTRONICS GROUP STUDIES MANPOWER

A SPECIAL labor-management committee, headed by Lawrence B. Morris, director of personnel contract relations for the Victor Division of RCA, has been set up to handle manpower problems of the electronics industry. It is called the "Electronic Manpower Advisory Committee."

The Committee was arranged by the WPB Radio & Radar Division, the radio division of the Navy's Bureau of Ships, and the Army and Navy Electronics Production Agency (ANEPA) to advise the War manpower Commission and other agencies on needs of the industry, which has been losing engineers and designers to the armed forces.

Personnel of the committee, in addition to Mr. Morris, is: W. K. Wiggins, Western Electric, Chicago; J. D. Washburn, Sprague Specialities, North Adams, Mass.; Lawson B. Wimberly, IBEW; Harold Sharpe and James J. Conroy, United Electrical, Radio and Machine Workers (CIO).

GEORGE VAN GORDER a vice-president of McKesson & Robbins, New York, since Hall-Van Gorder Drug Co. merged with it in 1928, has been elected to the newly-created position of first vice-president.

30 Broadcasters Attend BMI Program Meeting

BMI held its third program managers' meeting last Tuesday and Wednesday at the organization's headquarters in New York, with some 30 station men in attendance. M. E. Tompkins, vice-president and general manager; Sydney M. Kaye, vice-president and general counsel; Carl Haverlin, vice-president in charge of station relations, and other BMI executives addressed the group.

Program managers attending included: George Patterson, WAVE; George Cranston, WBAP; W. Gordon Swan, WBZ-WBZA; Charles Roeder, WCBM; C. M. Hunter, WHK; Bill Dean, WIRE; Norman White, WJR; Harold Waddell, WJW; James H. Moore, WSLS; Lew London, WPEN; Irving G. Abeloff, WRVA; Warren Mead, Maurice Kipen, WTMJ; Ed Hoerner, WWL; Van C. Newkirk, KHJ; Blaine Cornwell, KMOX; Ray Shannon, WJAS-KQV; A. Sheehan, WCCO; Otis Morse, WSBA; Bert Hanauer, WFBR; Madeline Ensign, WOL; Edward Wallis, WIP; Herbert C. Rice, WKBW-WGR; R. Clifton Daniel, WCAE; George W. Steffy, WNAC; John Gordon, CKLW; Frank P. Schreiber, WGN; Benedict Gimbel Jr., WIP; Elaine Ewing, Dick Connor, OWI.

FOR HIS RECRUITING efforts on behalf of the Navy's construction battalions, Irvin G. Abeloff, program service manager of WRVA, Richmond, Va., receives from Lt. Com. Charles L. Kessler the first Navy Seabee Award of Merit issued in that area. Presentation was made on a recent *Outdoors With Domino* program.

Red Cross Drives Helped by Radio

National War Funds Campaign Aided by Special Broadcasts

AS IN PAST years the broadcasting industry is taking an active part in the National campaign this March to raise $125,000,000 for the 1943 Red Cross war fund. Radio stations have been asked to dedicate as much time as possible to the Red Cross on their sustaining programs, as well as to carry special transcribed series, prepared by the Red Cross to promote its various services.

The experts on *Information Please*, NBC program sponsored by H. J. Heinz Co., Pittsburgh, will make a special effort for the drive on the March 1 broadcast, when the program originates in Constitution Hall, Washington, with seats on sale from $1 to $10.

All proceeds will go to the Red Cross.

The NBC-Red Cross program, *That They Might Live*, already presented five times to promote the current recruitment drive for nurses, has topped all previous potential audience records for an NBC sustaining series, with 125 stations accepting the show.

Transcribed Series

The *Vox Pop* show on CBS, sponsored by Emerson Drug Co., Baltimore, will be a feature of the March 1 rally in New York of 1,200 team captains and solicitors recruited by the Red Cross for house to house canvassing.

The New York branch of the drive is distributing two special transcribed series, according to Robert B. Masson, radio director, one being titled *Main Street Album*, to run the first two weeks in March, and *This Is My Story*, which 12 New York stations are now carrying. Novelty foreign language programs are scheduled all month on the New York foreign language stations. Radio plans are also under consideration, Mr. Masson stated, to cover the Red Cross rally in Madison Square Garden April 5 at the end of the drive.

Heinz Distributing Co-Op's Olive Oi

BBDO Arranges Tieup fo Producers in California

A NEWLY-FORMED group o California olive producers, organized under the name Cooperative Olive Products Assn., has completed arrangements with H. J. Heinz Co., Pittsburgh, for sales and distribution of a new olive oil, Cal-Crest.

BBDO, Los Angeles, which was instrumental in the sales distribution tie-up with Heinz, has been named agency and will be responsible for all advertising and merchandising activities of the cooperative. Radio has not been mentioned as yet, but media plans are still in a tentative stage.

Imports Cut Off

With olive oil imports virtually cut off for the duration of the war, California producers believe they have an unusual opportunity to develop a substantial volume of business on high quality California oil, according to the agency.

Nearly all producers in that state are represented in the cooperative group, which will press approximately 1,500,000 gallons of oil this year, according to Harrison M. Dunham, secretary-manager, who handled organization of the association.

ASCAP on Coast Acts For Buck Restoration

MOVE to bring back Gene Buck as president of ASCAP will be launched at the society's semi-annual West Coast meeting in Beverly Hills, Cal., March 1, when a resolution to that effect is to be presented. Benee Russell, sponsoring the movement, declared the majority of West Coast songwriters favor the leadership change, which is not intended as a reflection on Deems Taylor, current president, whose term expires this month. Resolution will contend that Buck is the only person who can restore peace and harmony in ASCAP ranks.

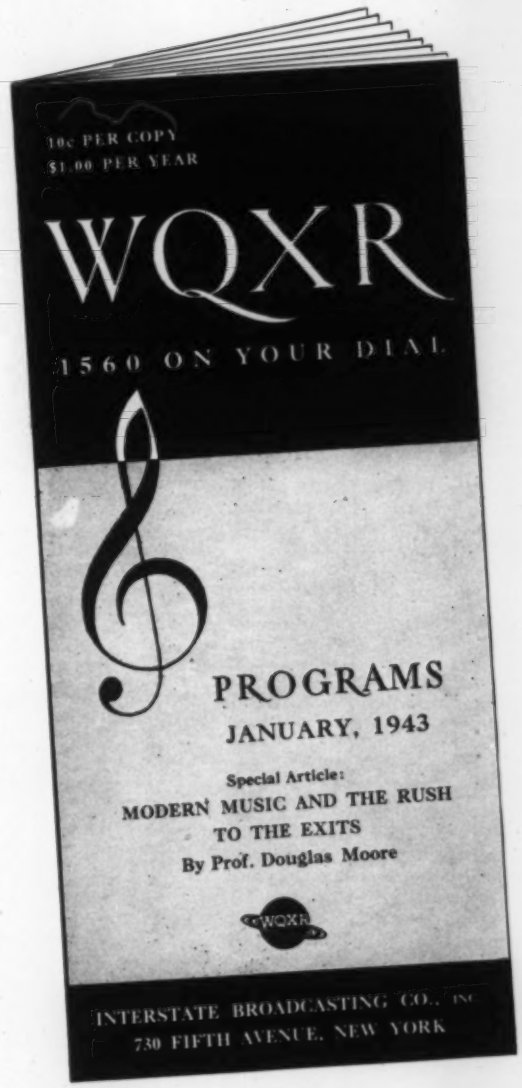
With Taylor unable to attend because of radio program commitments, Otto Harbach will represent him and preside at tonight's meeting. Principal speaker is to be John G. Paine, general manager of the Society. This will be the first of two annual meetings to be held regularly with West Coast membership receiving reports of activities conducted by ASCAP through the year, and for discussion of local problems that may arise.

Goodyear Plans

GOODYEAR TIRE & RUBBER Co., Akron, is understood to have taken an option with NBC on the Tuesday 7:30-8 p.m. period for a variety show with Raymond Paige conducting a special orchestra, and a girl vocalist. According to the agency, Arthur Kudner Inc., New York, the institutional series will start soon after April 1 when NBC has cleared time on several outlets Goodyear has designated.

XUM

What Other Radio Station Can Say This About Its Listeners?



22,080 Families Paid for the WQXR Program Guide Last Month

YOU HEAR a lot about "Listener-Loyalty" — that indefinable something in a radio station's personality that makes people turn to it in the morning and keep it on most of the day. For *any* listener to go right down the line for a station's programs is quite a feather in that station's cap — and quite a "plus" for its advertisers, too.

Here at WQXR, we have our own brand of "Listener-Loyalty" — apart from guesswork, check-up program offers, or telephone surveys. It's right down in black-and-white, on mailing stencils — that over 22,000 families actually pay $1 each per year to receive WQXR's monthly program guide.

Of course, the daily papers publish WQXR's programs. But these 22,080 "paying homes" are typical of many thousands of other enthusiasts for WQXR's 14-out-of-17 daily broadcasting hours of good music — listeners who like to know exactly what music they are listening to, by whom it is being played, when they can look ahead to hearing their favorite music.

We number among our sponsors dozens of the nation's leading advertisers. Many of them have big network shows. But they've also found that it pays handsomely to cultivate this large WQXR segment of music lovers "in the heart of the world's richest market." Would you like more facts and figures? Let us give them to you.

WQXR

NEW YORK
730 Fifth Avenue
CIrcle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869

CORRELATION between the BLUE Pacific Coast network and affiliates during the two day sessions, Feb. 18-19 in Los Angeles.

At the clinic were seated (l to r): Thomas Sharp, KFSD; George Ross, KWG; Leo Tyson, BLUE; Arden X. Pangborn, KEX; W. B. Stuht Jr., KJR; Don E. Gilman, vice-president, BLUE; Earle C. Anthony, KFI-KECA; Charles P. Scott, C. A. Whitmore, KTKC.

Standing: Hewitt Kees, KOH; Louis B. Kroeck, KTMS; W. B. Ryan, KFI-KECA; Milton Samuel, BLUE; Deane Banta, KERN; Walter Lonner, BLUE; Ernest Felix, KECA; Fred Becker, BLUE; Leo Ricketts, KFBK; Phillips Carlin, BLUE program vice-president; John I. Edwards, KFI-KECA; Keith Kiggins, BLUE stations vice-president; Russell Hudson, BLUE; Bob Dwan, KGO; H. L. Blatterman, KFI-KECA; Sydney Dorais, BLUE; Matt Barr, KFI-KECA; Leroy Spencer, Earle C. Anthony Inc.; Kevin Sweeney, BLUE; Tracy Moore, BLUE; W. P. Casson, Earle C. Anthony Inc.; Curtis Mason, KECA.

RADIO'S COOPERATION with America's war and peace aims held the attention of these executives at the NBC War Clinic staged Feb. 16-17 in Los Angeles.

Delegates are first row (l to r): Mrs. Ruthe Fletcher, KSEI; O. P. Soule, KSEI, KTFI; Mrs. Soule; Mrs. Florence Gardner, KTFI; Keith Collins, KMJ; S. S. Fox, KDYL; Arden X. Pangborn, KGW; W. B. Ryan, KFI-KECA; W. B. Stuht, KOMO; W. E. Wagstaff, KDYL; Sidney N. Strotz, NBC western division vice-president; William S. Hedges, NBC stations vice-president; O. B. Hanson, NBC engineering vice-president.

Second row, E. L. Barker, NBC western division; Ray Buffum, KPO; George J. Volger, NBC, Hollywood; G. A. Provol, KDYL; Ray Baker, KPO; Bonnie Scotland, KIDO; Mrs. Georgia Phillips, KIDO; S. S. Spencer, NBC; Paul Gale, NBC; Henry Maas, NBC; Charles B. Brown, NBC; Earl Mitchell, KPO; Matt Barr, KFI-KECA; Frank A. Berend, NBC; Dick Lewis, KTAR; Alex Robb, NBC; Dr. James Rowland Angell, NBC; Robert Hendricks, NBC; John Elwood, KPO.

Third row, Leonard Gross, KPO; Curtis W. Mason, KFI-KECA; H. L. Blatterman, KFI-KECA; Myron Fox, KDYL; Henry Schaffer, KPO; E. A. Neath, KRBM; K. O. MacPherson, KPFA; Jennings Pierce, NBC; Lewis S. Frost, NBC; Frank Ford, H. A. Woodman, NBC; James MacPherson, KOA; Noran E. Kersta, NBC; Sheldon B. Hickox Jr., NBC; Joseph Kay, NBC; A. H. Saxton, NBC; Robert Morris, NBC.

FCC to Protect Applications For Television, FM Permits

Reinstatement of Surrendered Petitions to Be Permitted; Broadcast Policies Studied

WITH THE apparent intent of getting FM and television off to a flying start promptly after the war, the FCC last Tuesday adopted new policies under which applications for stations in these classes will be protected for the duration. It also opened the way for FM and television applicants who have surrendered or dismissed their applications, pursuant to the freeze order of last April 27, to apply for reinstatement.

The Commission announced the action was taken because of extreme shortages in material, equipment and skilled personnel, and "to sustain the interest in television and high-frequency (FM) broadcasting". Action also was predicated upon inability of applicants to follow through on construction commitments because of the war.

Similar action has not been taken in the case of standard broadcast applications, whatever their nature. Nor has the Commission yet formulated definite policy with respect to forced surrender of licenses by broadcast stations unable to weather the economic storm. These matters now are under consideration, with one view that the Commission should authorize suspension of operation without prejudice to return of the stations to the air after the war. On the other hand, literal interpretation of the Communications Act requires a showing of public interest, which some Commission attorneys hold cannot be complied with if a station suspends operation.

With regard to applications for modifications and construction permits dealing with standard broadcast stations, stymied by virtue of the equipment freeze and the manpower shortage, the FCC has followed the policy of dismissal. Whether this policy will be changed, in the light of the FM-television actions, is uncertain, though it was felt the Commission should do everything possible to encourage these new services, where applicants have made investments without return.

The FM-television actions do not assure prompt follow through on outstanding permits, however, since the Commission's policy is to take no action but to retain the applications, without dismissal or denial, in the pending files. There would have to be a reappraisal of the applications, in the light of conditions existing after the war, according to informed opinion.

According to FCC records, since the Commission's Memorandum Opinion of April 27 freezing broadcast construction, a total of 35 applications involving FM have been dismissed or abandoned. Another 13 construction permits for FM were deleted. All these, under the Feb. 23 action, may be reinstated at the request of the applicants.

In television, four applications for construction permits for commercial stations have been dismissed, while three construction permits for commercial stations were deleted. In addition, three construction permits for experimental television stations were deleted.

Text of the FCC notice:

Because of extreme shortages in material, equipment and skilled personnel, and in order to sustain the interest in television and high frequency (FM) broadcasting, the Federal Communications Commission adopted the following policies today:

The Commission will not dismiss or deny any FM applications which cannot qualify under the provisions of the Memorandum Opinion of April 27, 1942 (freeze order), for construction permits or for modification of construction permits requesting extension of the periods of construction. Instead, the Commission will take no action at this time upon such applications but will retain them in the pending file. Applicants for construction permits whose applications were surrendered or dismissed pursuant to the Memorandum Opinion of April 27, 1942, may request reinstatement of their applications.

The policy adopted today is in addition to the policy announced Aug. 4, 1942, which provided for the issuance of licenses for high frequency (FM) broadcast stations during the war provided construction had reached a point where substantial service could be rendered.

Holders of construction permits for television stations, experimental and commercial, may obtain licenses during the war to operate existing facilities on either an experimental or commercial basis, provided construction has reached a point where the station is capable of rendering a substantial service. Licenses issued under this policy will be subject to the condition that construction will be completed in accordance with the Rules, Regulations and Standards of the Federal Communications Commission as soon as the necessary materials and engineering personnel become available.

The Commission also decided to continue its policy of not dismissing or denying television applications which cannot qualify under the provisions of the Memorandum Opinion of April 27, 1942. Instead, no action will be taken at this time upon such applications and they will be held in the pending file. Applicants for construction permits for television stations whose construction permits have been surrendered or dismissed pursuant to the freeze order may request reinstatement of their applications.

Confirmation Foreseen In Arnold's Nomination

LIKELIHOOD that Thurman Arnold, Assistant Attorney General in charge of the Anti-Trust Division of the Department of Justice, shortly will take his seat on the U. S. Court of Appeals for the District of Columbia, which handles practically all radio litigation, was seen last week with the unanimous endorsement of his nomination by a Senate Judiciary Subcommittee.

Though hearings were scheduled, the nomination was approved in five minutes, with no witness for or against. President Roosevelt nominated Mr. Arnold to fill the vacancy on the Appeals bench resulting from the elevation to the Supreme Court of Judge Wiley B. Rutledge. Mr. Arnold's successor as Assistant Attorney General has not yet been named.

2 TALES OF ONE CITY

TALE NO. 1

By Whom?

ONCE UPON a time a well-known network made a "nation-wide survey of listening habits." It was termed "the largest, most comprehensive survey of radio listening habits ever undertaken."

According to this survey, 41% of Denver's daytime listeners "listen most" to the Denver affiliate of the survey-making network, while 16% "listen most" to Denver's "second network" station.

This was established by asking an undetermined number of Denverites at an undisclosed time this question: "What station do you listen to most in the daytime?" And people certainly know what stations they listen to most . . . or do they?

TALE NO.

By C. E. Hooper, Inc.

FOR A number of years, now, an organization by the name of C. E. Hooper, Inc. has been making thousands of telephone calls a month in Denver to find out what stations people are *really* listening to . . . not what they *think* they listen to.

The resultant Hooperatings are just about unanimously accepted as accurate indices of listening.

Hooper says that during seven out of the past nine months, KLZ has been FIRST in morning listeners, and the most recent report (December-January) shows KLZ leading in morning audience by the greatest margin ever . . . 34.7% compared to the next station's 24.0%.

Take your choice . . . and we think you'll take KLZ!

KLZ

Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

OWI Overseas Branch Is Reorganized, Dividing the World Into Seven Regions

FORMAL reorganization of the operations structure of the Overseas Branch of the Office of War Information, dividing the world into seven geographical regions, was announced last Monday in what appears to be victory for the OWI over Col. Wm. J. Donovan's Office of Strategic Services for control of propaganda warfare.

At least for the present, this would seem to end the controversy of the past few months between the military represented by OSS and the OWI. On repeated occasions Elmer Davis, OWI director, has indicated his agency would not relinquish control over the propaganda function and the latest reorganization indicates his views have prevailed.

Under the revised setup sole responsibiilty for each group of countries is assigned to one man in the hope that increased effectiveness in this country's propaganda effort will result. Robert Sherwood, director of the unit, felt they could now "aim with a rifle rather than a shotgun".

At the informal news conference conducted by Mr. Sherwood and Milton Eisenhower, associate OWI director, it was disclosed that Mr. Sherwood would shortly visit North Africa for observation of the propaganda machine which is beamed at Southern Europe. Also in the interest of closer coordination, it was reported that the heads of 26 outpost bureaus had been called to Washington within the past two months. The possibility of establishing a new outpost in Russia was also seen.

Ferdinand Kuhn, former London correspondent of the *New York Times* and former assistant to Treasury Secretary Henry Morgenthau, now deputy director of the Overseas Branch, is in charge of Region I embracing the United Kingdom and Eire, Australia, New Zealand, India and South Africa.

Region II: Percy Winter, a former European correspondent, is responsible for France, Belgium, North Africa, Italy, Spain and Portugal.

Region III: Douglas Miller, author of *You Can't Do Business With Hitler*, covers Germany, Austria, Holland and Switzerland.

Region IV: Bjorne Braatoy is responsible for Norway, Denmark, Sweden, Finland and the Baltic States.

Region V: Robert Parker, head of the Ankara outposts but currently on leave, supervises material going to Turkey, Greece, Czechoslovakia, Poland, Hungary, Yugoslavia, Rumania and Bulgaria.

Region VI: Not yet appointed; covers Egypt, Iran, Iraq, Syria and Lebanon.

Region VII: George Taylor will run all material for Japan, China, Indonesia, and the Philippines.

Disc Rules Studied

TRANSCRIPTION regulations as they apply to Western Canada stations are being studied by a special committee, set up recently at a joint meeting of the Canadian Broadcasting Corp. and Western Assn. of Broadcasters in Toronto. Western independents objected to some phases of the regulations announced by CBC [BROADCASTING, Feb. 1]. On the committee, which is expected to offer a compromise on behalf of western broadcasters, are Donald Manson, Ottawa, secretary to the CBC Board of Governors; Ernest Bushnell, Toronto, CBC program supervisor; Jack Radford, Toronto, CBC station relations supervisor; Dick Rice, CFRN, Edmonton, president of WAB; Harold Carson, CFAC, Calgary, Alta.; A. A. Murphy, CFQC, Saskatoon, Sask.

Col. Mitchell Named

LT. COL. CURTIS MITCHELL, former editor of *Radio Guide*, has been appointed chief of the War Dept. Bureau of Public Relations Pictorial Branch, succeeding Col. Mason Wright, now chief of public relations on Lt. Gen. Stillwell's staff in China. Capt. Gordon Swarthout, who succeeded Col. Mitchell as editor of the radio weekly, has been named executive officer of the Pictorial Branch.

THIS TIME, TYPE and paper saver was invented by Arthur Whiteside, production manager of WOR, New York, who used to spend three hours a day making up the production schedule for the following day's broadcasting operations. Closeted in secrecy for six months while he worked on the gadget, Whiteside has finally unveiled his brain child—a set of boards for each day of the week. At the top of each board appears the names of all WOR's producers, directors and announcers. Hours of the day run down the left-hand side. Different colored pegs represent rehearsals, producing or directing, announcing, spot announcements and network shows. A simple maneuvering of pegs tells the production story at a glance.

New Shortwave Outlet Sought by Crosley Corp.

CROSLEY Corp., operating WLW and WSAI, Cincinnati, and WLWO, shortwave transmitter at Mason, O., has asked the FCC for a construction permit to operate a new international broadcast station.

The new transmitter would be another in the chain of 36 OWI shortwave units to be employed in the Government's psychological warfare. Programming of Crosley's WLWO was integrated into the OWI hookup last fall.

Power requested for the new station is 200 kw., emission A3, and a number of specific frequencies. Policy of the Government is to specify frequencies to be used on a staggered schedule, both for best engineering results and most effective beaming to selected areas.

"SORTA TAKES YER BREATH AWAY, DON'T IT? LIKE THE RESULTS ADVERTISERS GIT WHEN THEY START USING WDAY—THE ONLY STATION COVERING THE WHOLE RED RIVER VALLEY!"

WDAY

FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

24 Hours a Day!
WOL
WASHINGTON
Washington's Only 24 Hour Station
1000 WATTS 1260 KC
AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

Political Parties Argue Over President's Use of Four Nets in February

PRESIDENT Roosevelt's use of the networks for addresses on Washington's and Lincoln's birthdays put the radio industry in the midst of a political war for the last word.

First the Republican National Committee issued a statement Feb. 20 calling attention to the fact that the President delivered his Lincoln's birthday address in the face of the GOP's traditional dinners, causing cancellation of many addresses. Furthermore the GOP said the President's decision was announced only two days before the dinners, with "no reason given why this address could not have been made on any other night." The GOP National Committee also charged "commandeering" radio time in the light of the President's decision to use all networks for a second address on Washington's birthday.

In reply, House Democratic Leader McCormack (Mass.), termed these claims as "a deliberate falsehood". Continuing, he said the Republican charge, "in addition to being ridiculous on its face, shows how far the opposition will go in its attempt to create misunderstanding and division among our people".

"Such a statement," he said, "proceeds upon the theory that the American people can be fooled with any kind of emotional junk that is handed out to them. The American people should, and I am sure will, resent such cheap attacks on the Commander in Chief."

Second Liquor Bill

A SECOND bill banning liquor advertising on radio stations was introduced to the 78th Congress last week by Rep. Culkin (R-N. Y.), who revived a bill that died in an Interstate Commerce Committee pigeonhole last session. Rep. Culkin's measure is more drastic than a bill presented earlier this session by Sen. Johnson (D-Col.) [BROADCASTING, Feb. 22]. The Culkin bill amends the Communications Act of 1934 to prohibit broadcast of information concerning alcoholic beverages, including beer, wine, and whiskies.

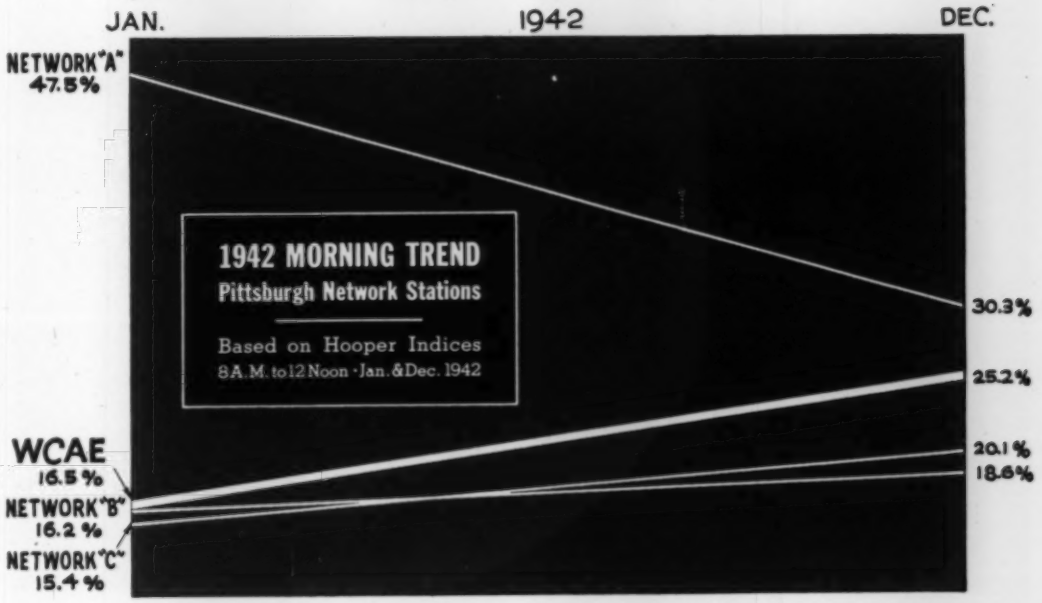
A RADIO department has been set up at the Hollywood studios of Universal Pictures, under the direction of Robert D. Hussey, who handled a similar bureau for Paramount. Promotion of Universal films and stars will be handled.

SET EXCISES DOWN
Production Freeze Slashes U. S. Tax Return

COMPLETENESS with which radio manufacturers are engaging in war work is reflected in internal revenue collections from the excise tax on radio, components, and phonographs. In January, collections yielded only about 7% of net for the same period last year.

The 10% tax on these items brought the Government $186,688, in January 1943, the Internal Revenue Bureau reported last week, compared to a total of $2,650,829 for the first month of 1942.

WCAE is ZOOMING
IN THE MORNING TOO!



Hooper Shows WCAE Soaring in A. M. Listening

It's no promotion man's pipe dream that WCAE has zoomed right up to the top bracket in afternoon listening. Months ago Hooper figures put the clincher on that.

But that's only part of the story. There's headline news in the Morning Hooper, too!

In January '42 WCAE hit the high road and really started to move. After twelve short months, the Pittsburgh picture looked like this . . .

WCAE had outdistanced two of the other network stations!

WCAE had whittled down the lead of the remaining network station from a margin of 31% to a margin of only 5% of the listening audience!

It bears looking into, this growing morning preference for WCAE. It means WCAE delivers a morning audience *greater* than two of the other network stations—and *right on the heels* of the leader!

For availabilities and complete information consult WCAE or THE KATZ AGENCY

New York Chicago Detroit
Kansas City Atlanta Dallas
San Francisco

WCAE
PITTSBURGH, PA.

1250 K. C. 5000 WATTS

MUTUAL BROADCASTING SYSTEM

KMA Rates High Farm Listening

TIME BUYERS and advertisers have long known that farmers depend on radio for news, entertainment and service more than any other single population group. Until now, however, almost no data have been available on the amount of *general* listening farmers have time for during their busy seasons. A recent Ross Federal survey brings out some interesting facts:

Harvesting Iowa Soybeans

For one thing, the survey shows that farmers, though working from dawn to dusk, do not restrict their listening to essential news, market reports and farm-service features.

With specific reference to KMA programs, a once-a-week commentator has a 51.4% listener rating among farmers; a quiz show rates 32.9%; a dramatic show, 25.3%; and the average KMA program, 13.3%!

All this and manna from heaven for advertisers, too! For the KMA farmer is now earning *five times* what he did in 1932!

If you want to make the No. 1 Farm Market *your* market, send for your copy of the latest KMA market data brochure.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

PRESS-RADIO GROUP SCHEDULES MEETING

THIRD ANNUAL meeting of the Newspaper-Radio Committee, created to combat discrimination against newspaper ownership of stations, still under consideration by the FCC, was called last week by Chairman Harold V. Hough, of Fort Worth, for April 20 at the Waldorf-Astoria, New York. The sessions will be held during the ANPA convention.

Approximately 150 newspaper-owned or affiliated stations are members of the committee, formed in 1941. Detailed testimony in defense of newspaper-ownership was presented at the FCC inquiry during latter 1941 and 1942 through the committee. The FCC still has the whole matter under advisement and the hearing record has not yet been closed.

Mr. Hough, of the *Fort Worth Star-Telegram*, which operates WBAP and is co-owner of KGKO, has headed the Steering Committee from the start. Terms of office of the committee expire with the meeting.

The session, to be held at 3:30 p.m. during the ANPA-AP annual sessions, will hear reports from Chairman Hough, Judge Thomas D. Thacher, former Solicitor General and chief counsel for the committee, and Sydney M. Kaye, associate counsel.

War Workers Honored For RCA Suggestions

SEVEN war workers in RCA plants at Harrison and Camden, N. J., were cited for suggestions saving man-hours and critical materials in production, the WPB announced last week. Among them was Miss Nevy Graganiello of the RCA Victor Division at Harrison, who suggested an improved method of mounting power tubes.

Other suggestions which brought letters of honorable mention to RCA employes were: Substitution of nichrome for stainless steel in manufacture of transformer terminal assemblies; change in piercing operation in radio manufacturing, saving 2,600 man-hours per year; reducing time 50% on an automatic press, conserving material; new process of making power tubes, saving 3,000 hours annually; cutting inspection time of wires, micrometers and parts.

CBC BOARD of Directors for 1943 was elected at the convention held in Toronto, Feb. 15-17 [BROADCASTING, Feb. 22]. Seated (l to r): Jack Cooke, CKGB, Timmins, Ont.; Dick Rice, CFRN, Edmonton, vice-chairman and president of the Western Assn. of Broadcasters; Harry Sedgwick, CFRB, Toronto, chairman of the board; Glen Bannerman, president and general manager, Toronto; A. A. Murphy, CFQC, Saskatoon, Sask. Standing (l to r): Ted Campeau, CKLW, Windsor-Detroit; N. Nathanson, CJCH, Sydney, N. S.; George Chandler, CJOR, Vancouver; L. W. Bewick, CHSJ, St. John, N. B.; Phil Lalonde CKAC Montreal; Art Evans, secretary-treasurer, Toronto; Joseph Sedgwick, legal counsel, Toronto. Not in photo, Harold Carson, CFAC, Calgary, N. Thivierge, CHRC, Quebec.

Milk Series on WFPG; Union Trouble Settled

DIFFICULTIES with the American Federation of Musicians have been ironed out and the Suppiee-Wills-Jones Milk Co., Philadelphia, resumed its weekly program *Coast Guard Varieties* on WFPG, Atlantic City, Feb. 16, according to E. E. Kohn, station general manager. The program, to originate at various Coast Guard bases, is aired 7:30-8 p.m. Tuesdays.

Several hitches marred the series opening [BROADCASTING, Feb. 8]. Original plans to use a Coast Guard band were dropped after Navy officials pointed out that the band could not complete with civilian musicians on a sponsored program. The first show, already set, went on the air Jan. 26 as a sustainer with future shows set to use a civilian band. Then the AFM local of Atlantic City refused to permit a union orchestra to play on WFPG. The program now uses organ. Referring to the difficulty Mr. Kohn said: "We did have a misunderstanding with the union. However we have had no real trouble and have just made an amicable settlement of our differences."

The program, placed by N. W. Ayer & Son, Philadelphia, is for 52 weeks.

Lee Back to KGFF

HONORABLY discharged by the Navy because of physical disability, Joseph W. Lee has returned as general manager of KGFF, Shawnee, Okla., and a member of the board of the Oklahoma Network. Mr. Lee resigned as president of the Oklahoma Network and took a leave from KGFF last November to enter the Navy. After three months training at Norfolk, Va., he was discharged because of a punctured eardrum. Maxine Eddy, who has been acting manager of KGFF, has resumed her post of advertising manager.

Mr. Lee

'Rangers' Decision

ORDER enjoining Larry Sunbrock and Jack Andrews from presenting entertainers as "The Texas Rangers", and restraining WJW, Akron, from carrying announcements for the Sunbrock-Andrews Jamboree, has been issued by Common Pleas Court. Summit County, Akron, according to advices from Busbey Adv., Akron. The order was granted on petition of Burkhardt Brewing Co., Akron, and the Midland Broadcasting Corp., Kansas City, which broadcast the "*Texas Rangers*" transcribed on WADC WAKR, Akron, WLOK, Lima, WIZE, Springfield, O.

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

Merchandising & Promotion

MBS Campaign—Health Scripts—Planalyzed Promotion '43 Consumer—Tooting for Gabriel

ARGEST trade paper campaign in Mutual's eight-year history will get under way for 1943 with 12 full-page for monthly insertion as well twice-monthly ads for weekly ations. Each of the full- ads will be signed by Miller tock, MBS president. The campaign will stress Mu- coverage of sports events news, and "its ability to reach ital home-town communities as as the major markets of Amer-

* * *

Health Series Reprint

ST DRAMATIC script in the blic service series, *The Third reman*, on the Atlantic Coast twork, reprinted in booklet form th illustrations by William arp, is being mailed to radio tors, with a statement by Hart- Samuels, ACN director of pro- tion. Script chosen as exemplary the program was presented in peration with the Public Health mmittee of the Paper Cup and tainer Institute.

* * *

For Timebuyers Only

WNC, Asheville, N. C., chal- ges timebuyers who think 'y've cornered the market, with publication of a buff-colored klet telling the story of day- e and nighttime coverage of the tion and the bonus of greatly reased numbers of listeners in area due to wartime changes. ere is also a map showing rces of unsolicited mail received WWNC.

* * *

War Activities

HE RECORD OF WPAT, Pater- n, N. J.—ideas and activities in- ated by the station as its contri- tion toward victory—is set forth a recently published booklet cap- ned, "To Radio Stations Every- here: Please Copy, The Need Is rgent". Included are accounts of e *Cavalcade of Jeeps, Soldiers'* d *War Workers' Victory Parties*, *rth Jersey Industry Enrolls*, and e *Victory Bond Wagon* programs.

* * *

Planalyzed Promotion

PLANALYZING" for effective erchandising on KSTP, Minnea- lis-St. Paul, is depicted in the tion's newest brochure contain- g photographs of principals in advertiser's promotion cam- ign, and the procedure followed planalyzed promotion. Miniature csimiles of commendatory let- rs from sponsors are attached.

* * *

Airplane Club

ATURDAY morning series for ildren on KYW, Philadelphia, led *Jacob Reed's Model Airplane* ub, furnishes instruction in build- g model airplanes. Youngsters e invited to build models which e donated to Army and Navy ying schools. Programs are spon- red by Jacob Reed's Sons, cloth- rs. Agency is Seberhagen Inc., hiladelphia.

* * *

Women's News Digest

ONSOLIDATING information on bjects discussed on WJZ, New rk, by Nancy Booth Craig, on *men of Tomorrow*, a weekly mphlet, "Nancy Craig's Digest", s offered listeners for 10 cents, to place separate leaflets on topics interest. Program's nine partici- ting sponsors are listed in the gest.

CBS Packets

TWO 8 x 11 CBS envelopes have been published, containing station promotional material for *Blondie*, announcing the return of Penny Singleton to the title role, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., and for *Dear John*, celebrating its "first half-birthday" on CBS, sponsored by Welch Grape Juice Co., Westfield, N. Y.

* * *

Jogging the Memory

INTRODUCING "Mrs. Consumer of 1943" into its wartime advertising theme, "Keep 'Em Remembering," BLUE has released a folder featuring "Amnesia," the typical consumer who forgets trade names of wartime curtailed products.

Blow's Gabriel's Horn

TO INTRODUCE the new Gabriel Heatter news commentary to listeners of KDB, Santa Barbara, Cal., Manager Fin Hollinger has issued listening invitations to 200 clubmen and businessmen, promising them their favorite cigars if after listening to Heatter for one week they didn't consider him their favorite newscaster. Hollinger has had enthusiastic comment but not one demand for a stogie.

* * *

Fosters Interest

A CALENDAR of educational and cultural programs on KQW, San Jose, is being mailed to school superintendents, teachers, parent-teacher associations, women's clubs and civic organizations to increase listener interest.

CHECK FOR $17,000,000 — sum raised by New York's five foreign language stations for the National Foundation for Infantile Paralysis, is presented to the group's president, Basil O'Connor, by Joe Lang, chairman of the foreign language stations committee of the Office of War Information. Shown, left to right, are: Joe Lang; Ned Ervin, general manager of WBNX; Mr. O'Connor. Stations participating in the drive included WBNX WBYN WEVD WOV WHOM.

RCA-Victor plant in Camden, N. J., has received a renewal of the Army-Navy "E" award.

THEY AIM AT THE TARGET, --NOT THE SKY!

Each anti-aircraft gun concentrates on a particular target. Ammunition costs money,—mustn't be wasted! It's the job of other guns, nearer guns, to take care of the other targets.

So it goes in Radio—

For instance, if you're gunning for the Rochester market—use the gun that concentrates on the rich Rochester trading area—WHEC.

How well and how economically WHEC does its job is best summed up in the fact that WHEC is the favorite Rochester station with BOTH local and national program sponsors.

Some good spot and program times now available. We'd like to talk with you about them. Write, phone or wire—

WHEC ROCHESTER

Representatives—
J. P. McKinney & Son
New York Chicago San Francisco

A BASIC CBS STATION

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HENRY S. LIEBSCHUTZ, Art Director

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War on War Time

ALREADY reeling under the impact of war programming, manpower crises, and the ordinary imponderables of emergency operation, broadcasting now collides with the prospect of a power shortage growing out of the "back-to-normal-time" turmoil sweeping the country. This latest threat conceivably could curtail radio operation in areas where power supplies would be all but crippled.

That the country may face a serious shortage of electrical capacity unless the move by individual states to abolish Federal time is halted immediately was disclosed last week by the Federal Power Commission. Official Washington, deeply concerned with the maximum possible war production, pointed out that the prime purpose of War Time, as enacted by Congress last year, was to save power.

Georgia, Michigan and Ohio have repealed War Time, despite pleas from WPB to absorb the few inconveniences brought about by "fast time" in the interest of the war program. Indiana, Kansas, Oklahoma, Idaho and Iowa now have bills or resolutions before their legislatures to kill War Time and the move is gaining a foothold in New York.

Should the several states return one-by-one to slow time the effect next winter would be anything but helpful. War production must be maintained at its peak if we are to emerge victorious. But, should War Time be repealed generally with home power consumption increased, radio, along with other industry, would be vulnerable.

Such a development could mean, in addition to program shuffling, the loss of considerable revenue through reduced power. For instance in a community with four or five stations ranging from 250 to 50,000 watts it might be necessary to reduce power horizontally when public utility sources are tapped.

It's a serious situation, one with which few laymen are familiar. In that respect the Government no doubt was lax in not properly educating the public on the necessity of War Time. It isn't to permit the urbanites an extra hour of daylight to play golf, as many seem to think. Actually it is to provide men of the armed forces with sufficient weapons.

Radio can do itself and the country as a whole a big service by pointing out the necessity of War Time on a universal basis. Government agencies don't like to stick out their necks by conducting educational or propaganda campaigns, but they will readily answer when a question is put.

Stations, particularly those serving rural areas, should take it upon themselves to tell their listeners why War Time is needed and why a return to normal would interfere with war production and may even deprive the public of some radio. Granting that Washington decreed all stations must remain on the air with present power as vital to the war effort, a power shortage would mean drastic curtailment in other directions, first in civilian use of electricity.

If farmers were aware of all the facts, they'd join the rest of the nation in sticking to a universal time until the war is won. But proponents of normal time fail to point out the confusion resulting from a nation divided in its time zones. Indeed, Michigan, Georgia and Ohio are embroiled in utmost confusion because many individual cities elected to remain on War Time while the states as a whole reverted to slow time.

Push-Button Freedom

POLITICAL batteries are warming up for the 1944 Presidential campaign year. Already the advance signs are that radio will be caught in the midst of that oratorical swirl because it, more than ever before, will be anchor campaigning medium.

A few days ago charges were made that the White House is "commandeering" radio time because of the talks by the President on Lincoln's and Washington's birthday anniversaries. These had all the earmarks of purely political origin. There came a sharp retort from House Majority Leader McCormick.

This exchange was symptomatic of the political storm brewing, and of the spot upon which radio will find itself. There really isn't much radio can do about it, except as an innocent but vitally interested bystander trying to do the right thing in the public interest.

Inevitably there comes into focus again the question of the four-network release of programs. There are, to us, very clear and cogent reasons why the universal hookup shouldn't be used except by the President of the United States on matters relating to the State of the Nation. Even that use now appears to have been questioned by the Republican party.

In Congress there has developed a proposal that there be a four-network hookup for an hour's program from Capitol Hill each week for the discussion of vital issues. This coming on the heels of the announcement by Elmer Davis, able director of the Office of War Information, that he proposes to return to the air on all four networks (three of them in tandem) during March—in keeping with a suggestion made some weeks ago by the OWI advisory committee of broadcasters.

In ordinary times, the universal hookup is a source of tribulation for the broadcaster except in the case of the President. In wartime it is more important than ever that every effort be made to preserve the four-network hookup for occasions of top importance. In a political year, when the demarcation between Government official and political candidate becomes thin indeed, the problem is both delicate and vexatious. We believe the four-network hookup for any *regularly scheduled* series is a mistake. It amounts to coercive listening.

The times are too tense to indulge in political log-rolling. Radio's war mission is too important to make it a political football. The public, after all, should be considered. John Q. isn't interested in a lot of ethereal arm-waving oratory on every spot on the dial. He wants push-button freedom, in addition to the other freedoms.

Toward Justice

ALL CONCERNED should view with satisfaction the selection by the Select House Committee to investigate the FCC of so eminent an attorney as Eugene L. Garey to be chief counsel. The New York attorney is well-versed in administrative law, having served as a member of the American Bar Assn. committee covering that specialized field. He also has won his spurs as a trial lawyer.

Mr. Garey has stated that he accepted the assignment with no preconceived notions and with the sole desire of performing a public service. He enters the investigation without previous dealings in communications law, having played no part whatever in the controversies which brought on the inquiry. His desire is to do a "lawyer-like" job.

Inquiries of this character are part of the Democratic process. Irrespective of the charges and speeches and innuendoes of recent months bearing on the FCC's operations, no one can question the right of Congress to appraise the stewardship of agencies it has created. It was out of the Pecora investigation of several years ago that the Securities & Exchange Commission came. Other inquiries have resulted in legislative action and Government reforms.

This Congress has declared open season on administrative reforms. It has created committees to clip appropriations, check the rampages of agencies that have gone out of bounds, root out duplication, stem the questionnaire tide and look into past performances. Personalities inevitably are drawn in. The FCC, because of its turbulent tenure of nearly a decade, has been accorded special treatment, with an inquiry committee of its own, though it is bound to be drawn in on other "studies".

Much good can come from this inquiry, if it dispels the uncertainty about the scope and extent of the FCC's jurisdiction and clears up inconsistencies in policies and methods. By selecting well-qualified counsel, the Cox Committee appears to have taken the first step in that direction.

We Pay Our Respects To —

WILLIAM BERNARD RYAN

NO ORNAMENT in a front office is William Bernard Ryan, newly-appointed general manager of KFI-KECA, Los Angeles, who took over his duties Feb. 15. He's more likely to be found out on the street with his sales force or where problems are thickest.

Because he likes to get out and work where there is a job to be done, Bill Ryan, five years ago, gave up a promising career as instructor in business administration at the U. of San Francisco to learn advertising. That choice led him to radio and his present position.

Although a native Oklahoman, having been born Oct. 19, 1901 in Jefferson, Okla., Bill calls himself a Californian because he moved to the San Francisco Bay area as a youth. After finishing Park City (Utah) high school, he attended the U. of California at Berkeley, majoring in accounting and marketing. With the exception of a few weeks of freshman football, he divided his time between classrooms and the wide variety of hard jobs with which he paid his way through college. Young Ryan was graduated in June, 1925, with a B.S. degree.

In August that year he organized a School of Business Administration for the U. of Santa Clara (Cal.), remaining as director until June 1927. Then Mr. Ryan accepted an offer to teach marketing and business administration at the U. of San Francisco. After a year of fulltime teaching, Bill made the decision that eventually led to his present position.

In June 1928 he gave up the professorial post to join the sales department of Foster & Kleiser Co., outdoor advertising firm, but continued to teach night school at the U. of San Francisco until June 1932. During seven years with the outdoor advertising firm, Bill Ryan rose to head of agency relations, poster and promotion departments.

His next move was into radio. It was in September 1937 that Bill joined NBC as San Francisco salesman. A month later he was named Northern California sales manager of the network.

When the BLUE Network Co. was organized Feb. 1, 1942, he was appointed San Francisco general manager and took over management of KGO. Under his leadership, KGO won the NAB 1942 citation for the "station throughout the whole country which has made the greatest contribution towards inspiring its audience to a greater war effort."

Prominent in music life of San Francisco, Mr. Ryan conceived the KGO-San Francisco Symphony Young Artists Contest, now in progress. Through the series, some Northern California instrumentalist will be given the opportunity of appearing with the San Francisco Symphony Orchestra. This project followed staging of a 16-week series of opera excerpts broadcasts.

Bill Ryan married Gladys Louise Marx Dec. 29, 1928 and until early this year they made their home in San Francisco. The Ryans have four children, Bill Jr., Barbara, Jimmy and Mary. Bill Sr. will confess to two hobbies, gardening, which he follows assiduously, and golf, which he admits he has not had time to play for more than four years.

Past president of the San Francisco Advertising Club, he has served as director of San Francisco Sales Managers Assn., and is an honorary member of Alpha Delta Sigma, national advertising honor fraternity. But Bill hasn't had time to join many organizations. He has been too busy, in there pitching where the work is thickest.

DeWITT MacKENZIE, AP foreign correspondent just back from the Middle East and Africa, did guest broadcasts on WLW, Cincinnati, Feb. 27-28.

Personal NOTES

FREDERICK A. McLAUGHLIN, director of special events of the Yankee Network, has been commissioned lieutenant (j.g.) and has left for Washington where he will be stationed as a member of the Navy personnel.

H. TASH and Nathan Sinrod, Washington certified public accountants specializing in radio, last week passed the District of Columbia bar examinations for admission to general law practice.

THOMAS S. CARR, member of the advertising staff of WSAV, Savannah, since 1939, has been appointed local advertising manager. Harben Daniel, general manager of WSAV, Savannah, has been appointed a member of the Naval Officer Procurement Committee by the Naval Officer Procurement Headquarters in Atlanta.

FRANK RYAN, former manager of CKLW, Windsor-Detroit, and lately with the Canadian government's Wartime Price & Trade Board and War time Information Board, has been appointed vice-president and managing director of Bomac Federal Ltd., Montreal, and a director of Bomac Electrotype Co., Toronto.

HENRY S. GOODERHAM president of CKCL, Toronto, has been appointed to the Board of Governors of the Toronto Western Hospital.

WALTER DALES, program manager of CJCA, Edmonton, Alt., has been appointed manager of CJAT, Trail, B. C., succeeding Art Nicholl who has joined the RCAF.

EDWARD I. HEATON, former manager of KTSW, Emporia, Kan., is now associated with Robert S. Conlan & Assoc., market and radio research organization.

BILL TUCKER, salesman of KIRO, Seattle, is the father of a boy.

STUART E. ADCOCK, president of WROL, Knoxville, Tenn., is teaching the ESMWT course at U. of Tennessee. Frank H. Corbett, commercial representative, has been appointed a second lieutenant in the Tennessee State Guard.

JOHN J. GILLIN Jr., president and general manager of WOW, Omaha, Neb., was recently made Nebraska's first honorary life member of the U. S. Junior Chamber of Commerce.

HUGH B. TERRY, manager of KLZ, Denver, Colo., a new member of the Scout executive board, has been appointed general chairman of the annual Boy Scout circus scheduled for Denver soon.

TOM HARKER, of the Chicago sales staff of Mutual, and formerly with Petry Co., joins the BLUE March 1, as salesman, replacing Steve Mudge, who has joined the radio department of D'Arcy Adv., New York.

JAMES ANDERSON, of the sales department of WGN, Chicago is the father of a boy born Feb. 15.

JAMES ANNAND, former manager of CKTB, St. Catherines, Ont., and CFRC, Kingston Ont. has been appointed manager of CKPC, Brantford, Ont. Before joining CKPC he was with Canadian Broadcasting Corp., Toronto.

KEITH MASTERS, Chicago attorney for WGN and MBS, has been commissioned a captain in the Army Air Forces and is stationed at Wright Field, Dayton.

ROBERT J. STRAND, formerly with *Parade*, weekly news picture magazine, and International News Service, has joined the New York sales staff of MBS.

HAL COULTER, sales promotion manager of KYW, Philadelphia, is the father of a girl born recently.

Col. C. Roy Dickinson Dies Following Stroke

COL. C. ROY DICKINSON, 54, who re-entered military service in January, 1942, after resigning as president of *Printers Ink*, died Feb. 22 in Washington a few hours after being stricken with a cerebral hemorrhage. In World War I Col. Dickinson served on the Creel Committee on Public Information. He re-entered the service on the staff of Selective Service Headquarters in Washington.

Col. Dickinson was born in Newark, N. J. After graduating from Princeton U. he wrote fiction and later was with Puck before joining the *New York Times* in 1916. Joining *Printers Ink* in 1919 as associate editor, he became president in 1933. He was a director of the National Publishers Association and a member, among various other clubs, of the Advertising Club of New York. He is survived by his wife and three children.

Fred Solton

FRED SOLTON, 52, Philadelphia radio salesman died Feb. 17 following a heart attack suffered at a theatre. One of the city's radio pioneers, he was associated with WPEN since 1929. His wife survives.

ELWYN J. (Mike) ROWELL, head of the Radio and Markets Division of Agriculture Dept.'s Food Distribution Administration, attended conferences at the FDA offices in Chicago and Cleveland last week.

GEORGE W. SMITH, managing director of WWVA, Wheeling, W. Va., was recently re-elected president of the Ohio Valley Board of Trade by a large majority.

LANCE G. HOOKS, for several years chief of the radio section of Agriculture Dept. Food Distribution Administration in the Great Lakes Region, with headquarters in Chicago, will shortly be inducted into the Army.

G. F. BAUER, salesman of WINN, Louisville, has been named sales manager. Bob Campbell has joined WINN to handle sales promotion.

WILLIAM SCHUDT Jr., eastern division field manager in the CBS station relations department, is absent from his office due to pneumonia.

Col. Bartlett Named

APOINTMENT of Lt. Col. Theodore L. Bartlett, former FCC attorney, as chief of the Controls Division of the Directorate of Communications, Army Air Forces, was announced last week by Col. Alfred W. Marriner, director. Col. Bartlett has been acting chief of the division for the last five months, taking over the duties of Col. D. F. Henry, now on overseas duty. Prior to his Army service last year, Col. Bartlett was chief of the Administrative Section of the FCC Law Dept. and had been with the FCC and the former Radio Commission in legal capacities. Several units of the Controls Division are being moved to Philadelphia for expanded functions, including frequency and call letter assignments, crystal controls and distribution, radio monitoring and operating procedures and other communications services. Col. Bartlett, however, remains headquartered in Washington.

BEHIND the MIKE

CHARLES BENZINGER, of the CBS publicity desk, reported Feb. 25 for duty as an air cadet in the Army. Leona Johnpoll takes his place. Another addition to the publicity department is Renee Glasser, at one time on the promotion staff of WBAL, Baltimore. Fernandez Aldana, former radio and newspaperman in Spain and Mexico, has joined the CBS shortwave publicity department, reporting to Will Marcus, publicity director of the CBS Latin American network.

TED REAMS, CBS staff announcer, left Feb. 20 to join the Army. Harry Kramer, recently at WQXR, New York, and previously at WABC, has joined the CBS staff.

JOE WILSON, formerly of the sports staff of WGAR, Cleveland, has joined the staff of WJJD, Chicago.

ROY ROWAN, announcer of WGY, Schenectady, has left to join Buffalo Broadcasting Corp., and Ed Barry, announcer, has left to join the OWI as program assistant in the shortwave division in New York. Victor H. Campbell assistant to A. O. Coggeshall, program manager, and James Connolly, in charge of traffic, have joined the Army.

GEORGE J. VOGEL, formerly a program supervisor and director in the radio division of the Office of Coordinator of Inter-American Affairs, has been named director of transcription production, a new post.

THESE NEWCOMERS to WOW, Omaha, hail from many parts (l to r): Thomson Holtz, announcer, formerly of WDAF, Kansas City; Wesley Jones, announcer, formerly of WHO, Des Moines; Martha Anne (Marty) Thomson, actress-writer-singer, formerly of WKY WNAD WSUI WIND; John Leslie, announcer, formerly of KOBH, Rapid City, S. D.; Bill Warner, announcer, formerly of KTRI, Sioux City, Ia.

BILL MOSHIER, former publicity director of KIRO, Seattle, has been made educational director, replacing Gordon Davies, who has joined the Army. Frances Berglind has joined the staff as Mr. Moshier's assistant. Lucille Greene, new to radio, and Maurice MacDonald, former Lewis County Clerk, have joined the continuity staff. Pat Hays, announcer, has joined the Army.

CLIFTON T. HOLMAN Jr., former announcer of WFCI, Pawtucket, R. I., and previously with other New England stations, has joined WEEI, Boston.

BUD DAVIES, announcer and producer of CKLW, Windsor-Detroit, has joined the Royal Canadian Navy.

VELMA MICHENER, former continuity supervisor of KLZ, Denver, has been made director of women's activities. Patricia Sterling, former traffic assistant has become continuity supervisor, while Catherine Linscott takes her place in traffic department.

ENSIGN WARD QUAAL, formerly of WGN, Chicago, has been assigned to the Naval Training Station, Norfolk, Va., as an instructor and communications officer.

RUSTY McCOLLUM, former producer-announcer-special events director of KXA, Seattle, has joined KFRC, San Francisco, as announcer.

JACK STAFFORD, sports announcer of KMPC, Beverly Hills, Cal., has reported to the Army Air Forces for cadet training.

RAY KEMPER, in transcription department of KHJ, Hollywood, has been inducted into the Army. Andy Sijhaovich, head of the script department, has been transferred to transcription department, while Bob Turnbull of transcription has joined the sound department.

RUBY GRANT, production chief of WFTC, Kinston, N. C., has announced her engagement to a Marine corporal.

BERNARD La BEAUME, formerly in the traffic department of WOAI, San Antonio, Tex., has joined the armed forces. Ernest Dimaline succeeds him. Mary Elizabeth McClanahan has joined the continuity department.

BRUCE GRANT, formerly of KSO-KRNT, Des Moines, has replaced Paul O. Godt, resigned, as studio manager of KARK, Little Rock, Ark.

JACKSON WEAVER, former announcer and m.c. of WFMJ, Youngstown, O., has joined the staff of WMAL, Washington.

NORMAN RUNIONS, announcer of KIRO, Seattle, is father of a boy.

FORREST OWEN Jr., former announcer and night supervisor of WXYZ, Detroit, and son of Commercial Manager Forrest F. Owen of WELL, Battle Creek Mich. has been named production manager of WTOL, Toledo.

ARITA HASSON, freelance writer, recently joined the production staff of KJBS, San Francisco.

HY FAINE, national field representative of AFRA, has been appointed acting secretary of the Chicago local of the talent union, to serve for the duration, replacing Ray Jones who expects to be inducted into the Army early this month. Faine has been granted a leave from his field work. Vic Connors, other national field man of the union, has been deferred by his draft board and will continue his AFRA organizing.

GEORGE LEWIS, formerly of the Shubert press staff, has joined the MBS publicity department, succeeding Margaret Kennedy, who moves into the sales department.

George L. Beebout

GEORGE L. BEEBOUT, program director of WFMJ, Youngstown, O., died Monday, Feb. 22. He had been ill for several months from leukemia. Mr. Beebout was born and reared in Canton, O., and at one time was program director of WHBC, that city. Before joining WFMJ, he had been assistant program director, then program director of WHKC, Columbus, O. While program director of WFMJ, Mr. Beebout handled many important programs himself.

ROBERT A. EISENMAN, formerly of WCOS, Columbia, S. C., has joined the program staff of WSAV, Savannah.

ARTHUR GODFREY, announcer of WJSV, Washington, suffered a crushed foot last week when he slipped on the ice and the log he was cutting rolled on his foot. Announcer Gunnar Back, also log cutting, fell and cracked two ribs when his saw slipped.

DON RODGERS, former announcer of WLAP, Lexington, Ky., has joined the staff of WKBN, Youngstown, O., having received a medical discharge from the Army at Fort Knox.

DURWARD KIRBY m.c. of BLUE *Club Matinee*, has joined the cast of *Meet Your Navy* on the BLUE, Friday, 8:30-9 p.m. as m.c. Commercials for Hall Brothers, Kansas City, who provide air-time for the program, are announced by Jack Stillwell.

JOHN ADASKIN, producer with Canadian Broadcasting Corp., Toronto, is now freelancing. His first commercial network show is *Yesterday, Today & Tomorrow* on 32 CBC stations for the Radio Mfrs. Assn. of Canada.

JAMES ECKMAN, formerly of CKMO, Vancouver, has joined the announcing staff of CJOR Vancouver.

THE TALE OF 1 CITY -WORCESTER

(from N.B.C.'s "Tale of 412 Cities" Vol. 1)

The importance of WTAG in Central New England stands clearly revealed in N.B.C.'s "Tale of 412 Cities:"

- WTAG has 77% of the evening audience in Worcester alone.
- You can buy an hour on WTAG (national network rates) at a cost per radio home of less than half a cent.—
- For any of the other radio stations heard in this area, the cost is from 30% to 200% greater.

When You Buy Time—Buy An Audience

WTAG WORCESTER

Central New England is a MUST market

NBC BASIC RED NETWORK

PAUL H. RAYMER CO.
National Sales Representatives

Owned and operated by The Worcester Telegram-Gazette

IT TAKES MORE THAN GRIT (Ky.)!

Yes-*suh!* It takes lots more than Grit and all other little Kentucky towns to do big business in this here State! In fact, it takes the Louisville Trading Area—where 1,336,000 people do 53.9% of Kentucky's total retail buying!.. But, to cover the Louisville Trading Area *completely*, all it takes is WAVE—the only NBC station for 100 miles around! Send for the proof—now!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

BILLIE NOBLE, publicity director of WLAW, Lawrence, Mass., has taken a shift on the control board because of manpower shortage. Jay Serwin, announcer, has been inducted into the Army.

ROGER RAMBEAUX has been made publicity and promotion manager of KLZ, Denver, replacing Elmer Fonten, who has been inducted into the Army.

WILLIAM H. HAMILTON, sports announcer of WHIO, Dayton, O., has been promoted to production manager.

CPL. CHARLES A. ROSS, former announcer of WCCO, Minneapolis, and Mrs. Ross (the former Beatrice Lade), at one time production manager of KDAL, Duluth, are parents of a baby girl. Cpl. Ross is writing and announcing programs at Camp Wolters, Tex.

PAUL COURTNEY, former newswriter of the *Chicago Sun*, has joined WBBM, Chicago, as newsman and agricultural expert.

BILL EVANS, Chicago freelance, has been named as m.c. of *Record Reveille*, early-morning hour participating program on WGN, Chicago.

GORDON DAVIES, former educational director of KIRO, Seattle, is in the Army. Lt. Hazel Kenyon, formerly of KIRO, is now assigned to Navy Public Relations, Washington. Norma Nellis has been transferred from the music library to program editor.

PAUL WEST has been signed to write the weekly 60-minute amateur program, *Opportunity PDQ*, which starts March 7 under sponsorship of Pepsi Corp. on KNX, Hollywood.

KATHLEEN WILSON, child film star, has joined NBC Hollywood, as news writer.

AL SIMON, former publicity director of WHN, New York, and now in the Army, recently married Judy Rutherford, of Los Angeles.

RALPH M. KISCH, staff announcer of WTSNY, New York FM station, has enlisted in the Army.

VAL JENSEN, former announcer of WIBO, Baton Rouge, La., has joined the announcing staff of WINS, New York. George Finny, recently with WINS, has joined the news staff.

RUTH BLAIR WALLISER has joined the Radio Council of the Chicago Public Schools as a producer. Edward J. Crowley will continue as associate producer and director of the Central Radio Workshop. Elizabeth E. Marshall, former liaison between the Radio Council and other school departments, has been appointed program director and assistant to George Jennings, acting director.

FLYING OFFICER JACK PEACH, Royal Canadian Air Force, formerly with the Overseas Unit of the Canadian Broadcasting Corp., has returned to Canada temporarily attached to the radio liaison branch, RCAF. Before going overseas he was at CBR, Vancouver.

HUGH WHITNEY MORRISON, director of talks, Canadian Broadcasting Corp., Toronto, has resigned to become assistant to the president of British West Indian Airways, with headquarters in New York.

DOUG NIXON, formerly with CKWX, Vancouver, and lately freelancing in Edmonton, Alta, and Don Smith, formerly of the British Broadcasting Corp., have joined the Vancouver newsroom of the Canadian Broadcasting Corp.

BERNARD BRADEN, of Vancouver, has gone to Toronto to freelance.

JACK ELSON has been appointed senior editor of the Canadian Broadcasting Corp. newsroom at Vancouver, succeeding J. N. Crandall, who has joined the RCAF.

BOB HARVEY, announcer of CHEX, Peterboro, Ont., has left to join the Air Force. Bernard L. Cowan, freelance announcer of Toronto, and Ken Campbell, formerly of CJIC, Saule Ste. Marie, Ont., have joined the staff.

Army Publicity Positions Given Industry Figures

FOUR former radio men have been added to the public relations staff of the Army Air Forces Flying Training Command, Fort Worth, the unit responsible for all cadet training.

Maj. Francis C. Healey, formerly of NBC, New York, and the RKO publicity department in Hollywood, is chief public relations officer supervising the activities of training posts from coast-to-coast.

Assisting him are Lt. Robert G. Jennings and Lt. William Holden. Lt. Jennings was formerly vice-president and general manager of WLW-WSAI, Cincinnati, and later vice-president in charge of radio for H. W. Kastor & Sons, Chicago. Lt. Holden was prominent as an actor in radio and motion pictures. Lt. Allen M. Whitlock, formerly manager of Benton & Bowles, Hollywood, and account executive of Marschalk & Pratt, New York, is attached to the West Coast training center.

KENDRICK B. CROSSLEY, former Toronto agency announcer and producer, has joined the staff of CKGB, Timmins, Ont.

GEORGE CLEMENS, of Kingston, Ont., has joined the staff of CKGB, Timmins, Ont.

MARJORIE GIES, of Minneapolis, Minn., has joined the staff of WNAX, Yankton, S. D.

BILL THIEMAN, continuity writer of WCAE, Pittsburgh, has left for the Army. Ben Muros takes his place. Paul Fisher, former announcer of WJPA, Washington Pa., has joined the staff.

JOHN ROSE, former announcer of WHUB, Cookeville, Tenn., and Joe B. Long, new to radio, have joined the staff of WROL Knoxville, Tenn. Allen Stout, day production manager, has passed the examination for a Federal operator's license, after completion of the ESMWT course at U. of Tennessee.

RAY WALTON, former announcer of WEST, Easton, Pa. has joined WIBG, Philadelphia succeeding Alan Freed, who left for the Army.

EMMA MAY ROBERTS has been named radio promotion head of the Philadelphia *Record*, succeeding Enid Hager, resigned. Miss Roberts formerly was with Radio Promotions Syndicate in Atlantic City.

JOHN SCANLON, formerly of WTRY, Troy, N. Y., has joined the announcing staff of KYW, Philadelphia.

WCHS

CHARLESTON, W.VA.

The Nation's First SYNTHETIC RUBBER PLANT will soon start production in Charleston.

HOW TO ORDER

PRESTO RECORDING DISCS, NEEDLES, AND REPLACEMENT PARTS

and get prompt delivery

1. Place your order with your distributor for the discs and needles you will need during the next 90 days. The distributor will stock them and deliver at your convenience. He will need your orders to determine his stock requirements which he must estimate 90 days in advance.

2. Apply to your purchase order the AA2X preference rating which you have received under the revision of War Production Board order P-133 dated February 4, 1943, part 3037.

3. In ordering replacement parts or equipment renewals give your distributor the serial number of the equipment to be repaired or replaced and the part number as shown in your instruction book. Apply the AA2X priority to your order.

★ ★ ★

Buy Presto products through leading radio distributors or any branch office of the Graybar Electric Company.

PRESTO RECORDING CORP. 242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Mo. 1565 • DALLAS, 37093 • DENVER, Ch. 4377 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Mar. 6368 TORONTO, Hud. 0333 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 3548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

HARRY HERMAN, freelance scriptwriter and producer, will join J. Walter Thompson Co., New York to produce *Three Ring Time*, P. Ballantine & Sons program starting on CBS March 8.

NBC has allocated desk space on the main floor of its New York headquarters for three Government agencies: The U. S. Civil Service Commission, the Women's Army Auxiliary Corps, and the American Women's Voluntary Services.

PHIL BAKER will move his CBS quiz program, *Take It or Leave It* to the West Coast in March for an eight-week period, while he takes part in a film assignment. Series is sponsored by Eversharp Inc., Chicago. Agency is Biow Co., New York.

FRED HARPER, for last two years chief continuity writer and announcer of WFIN, Findley, O., has joined the announcing staff of WLW-WSAI, Cincinnati. Vernon Gilmore, on Columbus O., newspapers for several years, has joined the publicity staff.

SECOND LT. Thomas J. Dougall, former scriptwriter of WXYZ, Detroit, has been assigned to the War Dept. Radio Branch, Washington. In the Feb. 22 issue of BROADCASTING his name was incorrectly given as Thomas J. Walsh.

ART LINDSAY, former Coast announcer, has joined the staff of KIRO, Seattle, as program director. He replaces Maury Rider.

JACK CLEARY, supervisor of announcers for the BLUE, has returned to his desk after a back injury.

NBC Chicago Recruits

TWO announcers are among four recent additions to the staff of NBC Chicago. New staff members are: Bob Farral, formerly WWJ, Detroit, announcer; Bob Murphy, formerly KSTP, St. Paul, announcer; Carl W. Simonson, Medill Journalism graduate, press department; Mrs. Aldene Weber, secretory to John F. Ryan, manager of press department.

Text of Disc Rejection Letter

(*Continued from page 11*)

as a whole, were to be saddled with the costs of special industry unemployment relief in addition to the already heavy costs of pioneering research and development, and subsequent promotion.

(b) *Subsidizes Non-Employes.*

We do not believe that our companies, who before your ban were employing the maximum number of musicians at the highest wages in the history of the music industry, should be asked to assume responsibility for unemployment, even if such unemployment exists, of such of your union members who are not and cannot be employed by us.

(c) *Penalizes Employment and Use.*

We cannot approve a proposal which imposes a private tax upon every phonograph record manufactured and sold when it is obvious that the records used in the home, far from creating unemployment, have been the source of much profitable employment to your members. This has been publicly and officially proclaimed on more than one occasion at your own union's conventions. Such records used in the home constitute at least 80% of the total phonograph record output, and thus, under your proposal, 80% of your tax would ultimately fall squarely on the public which buys records for home use and is in no way responsible for whatever unemployment you may claim exists.

(d) *Duplicates Government Relief.*

The Government has provided taxes for unemployment relief. A second tax for a new private system aimed at the same relief seems wholly unjustified. Similar proposals could, with no more excuse, be made by singers, engineers and others contributing to the high quality of our products.

Any such private and isolated system of unemployment relief within an industry is not only contrary to public policy but would be in direct conflict with the various plans under discussion in Government circles for the expansion of uniform and nationwide social security measures.

No private and limited scheme for the benefit of a few within an industry can be pyramided on top of Federal and State social security plans without creating serious inequities. Certainly mere membership in a union should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members.

We recognize that because a social philosophy is new it is not necessarily wrong. What you have proposed is a startling new kind of social philosophy for both industry and labor. While we believe that it is wholly wrong in principle, we doubt that either a single union or a single industry is qualified to be the final judge.

Only the people of the United States are qualified to decide whether multiple systems of unemployment relief administered by a variety of private as well as governmental agencies shall now be created. Authority for the application of such basically new social theory should therefore come from the people's representatives in the Congress. Such sanction would necessarily be accompanied by rules and regulations defining the limits, requirements and approved objectives of such union relief funds, and subjecting the union and its administration of such funds to Governmental control and supervision. As in the case of pension and retirement plans created by corporations for the benefit of their employees, the Treasury Dept. would unquestionably desire to participate in such regulation and supervision.

Up to Congress

This is not rhetoric but plain statement of fact because only the Congress should be called upon to answer such fundamental questions as the following:

(a) Would not such a payment directly to a union offer an easy means of evading the "wage freeze" regulations; or, on the other hand, would it not be deemed an indirect increase in compensation to the members employed and, as such, in violation of the regulations?

(b) If, on the other hand, it were ultimately determined that the additional payment directly to the Federation were not additional compensation, direct or indirect, to the employes, would not such a payment be merely a gratuity, and therefore a waste of a company's assets which would subject the company's management to liability under the law?

(c) Would not your proposal be in violation of Section 8 of the National Labor Relations Act which provides that it shall be an unfair labor practice for an employer to "contribute financial or other support" to any labor organization?

(d) What would the Treasury think of your proposal if it resulted in diverting taxable income in the hands of the employer to non-taxable receipts in the hands of your union?

(e) If on the other hand the Treasury Department refused to allow such payments as a deductible expense of the employer, would not the employer be compelled to pay not only the contribution to your fund but also an income tax on the amount of that contribution?

(f) Would not any plan for creating artificial employment for unemployed members of the Federation be contrary to the policy of the Manpower Commission, which is seeking to draw into War industries at least those persons not presently employed?

(g) Would not such a payment as you propose subject both you and us to the charge of a conspiracy to maintain or to increase prices,—and a resulting prosecution by the Government or civil suit by an injured consumer?

Only if you procure Congressional authority for the creation of a fund in accordance with your proposal could such a proposal become operative without raising many presently unanswerable questions.

Pending such Congressional authority for a plan which you yourself have termed "absolutely new", we suggest that you permit your members to return to work immediately and produce phonograph records and transcriptions which are sorely needed for both civilian and military morale.

You know of course, that we stand ready to meet with you at all reasonable times when you have anything further to submit. We want you also to know that the views here expressed represent our individual as well as our joint decisions.

Electrical Transcription Companies—Associated Music Publishers Inc., by John R. Andrus, Vice-President; Empire Broadcasting Corp., by Gerald A. Kelleher, president; Lang-Worth Feature Programs Inc., by C. O. Langlois, president; Musak Corp., by C. M. Finney, president; Radio Recording Division, NBC, by C. Lloyd Egner vice-president; Standard Radio, by Gerald King, partner; World Broadcasting System Inc., by A. J. Kendrick vice-president; C. P. MacGregor.

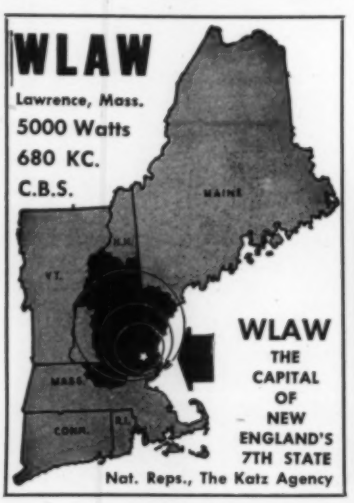
Phonograph Record Companies—Columbia Recording Corp., by Edward Wallerstein, president; Decca Records Inc., by Jack Kapp, president; RCA-Victor Division, RCA, by Lawrence B. Morris, director of personnel contract relations.

Soundies — Soundies Distributing Corp. of America Inc., by Samuel Oliphant, attorney.

Oldest at 17

AT 17, Charles Baxter, youngest man on the announcing staff of WTOL, Toledo, is the oldest in point of service. Possessor of a rich baritone voice, WTOL's senior announcer joined the station at 16, and has been handling many special assignments as well as network originations. He'll be 18 this month, however, and WTOL is expecting that Selective Service will bring his career temporarily to a halt.

MOST POPULAR STATION
IN THE WEST
CLEAR CHANNEL STATION
KFI
OF LOS ANGELES
Earle C. Anthony, Inc.
N. B. C. AFFILIATE • EDWARD PETRY & CO., National Representatives



BUT THEY LOOKED NICE!

Kate Smith Pays Petrillo's Boys Extra Fee For Tuxedos at Navy School

BECAUSE James C. Petrillo's musician-members wore tuxedos recently during an appearance of the Kate Smith show at the Great Lakes Naval Training Station in Illinois, Miss Smith and her partner, Ted Collins, were forced to pay their orchestra $1.50 per man over regular expenses.

That came to light last week when it was learned that the CBS team paid $9,000 out of their own funds for the appearance. Like many other popular acts the Kate Smith show has been visiting Army and Navy installations to entertain men in the service, with the Smith-Collins team footing all the bills. Other radio, stage and screen stars have spent considerable money to entertain the men in training.

The $33 extra for wearing dinner jackets was but a small part of the money assessed by Mr. Petrillo's union. In addition to the regular charges, including transportation, hotel accommodations, meals and incidentals, the Smith-Collins team paid a standby fee to the Waukegan, Ill., AFM local and a doubling fee to Petrillo's home local in Chicago.

Added to those expenditures is an extra "traveling fee" because the Smith show uses studio musicians instead of a regular traveling band. That charge is based on each 25 miles traveled by AFM members.

At another appearance in Atlantic City Miss Smith and Collins paid $150 for the services of a sound effects man while Miss Smith sang the "Bombardier's Song". That visit's expenses totaled $3,000.

An appearance at the Navy Pre-Flight School in North Carolina cost $10,000, although it was pointed out that moving the Kate Smith show is a costly project, what with 22 musicians, 20 singers, an engineer, sound effects man, production man and a dozen or more assistants. The Kate Smith show is sponsored by General Foods Corp. and when broadcasts originate from military posts line charges are figured in the expenses.

WOW Promotions

FOUR staff promotions have been announced by WOW, Omaha. Harry Burke has been moved from program manager to assistant general manager and sales manager. Clyde DeMoss, production manager, has been named program manager. Ray Olson, chief announcer, becomes production manager. Helen Lewis is traffic manager.

ANTHEM WANTED

Tribute to Washington Sought By State Societies

TO OBTAIN a song of tribute to Washington, the nation's capital, the aid of radio stations is being sought by the Conference of State Societies, which asks professional and amateur musical authors to compose a fitting melody.

The song should theme Washington "as the center constellation of the world," according to the committee. The contest is supported by the Song Writers' Protective Assn.

Any American may enter although songs may be written by collaborators. Each entry must be complete with lyrics and music, suited for full piano accompaniment. When mailed to Howland A. Harra, chairman, Washington Song Contest Committee, Room 404, 1343 H St., N.W., Washington, each entry should be signed by an assumed name and the true name of the author or authors contained in a sealed enveloped. All entries must be in by midnight, May 15, 1943 and 15 awards will be announced during June.

No Bond Tie-ups

TREASURY and OPA officials warned last week that advertisements offering merchandise on condition that purchasers buy War Stamps is specifically prohibited by General Maximum Price Regulations. Although noting that it is "undoubtedly pursued with the best motives," D. W. Bell, Undersecretary of the Treasury, wrote that "the Treasury strongly disapproves the practice". OPA said the logical outcome of such selling methods would be a monopoly of scarce goods for those who have sufficient funds to buy the required amount of Bonds.

England to OPA Post

MONROE B. ENGLAND, owner of WBRK, Pittsfield, Mass., has been appointed as a consultant of the OPA's regional office in Boston, dealing especially with radio publicity. Mr. England was formerly a buyer for R. H. Macy & Co., New York, and later was general manager of England Bros., a department store in Pittsfield. He is a director of the Berkshire Mutual Fire Insurance Co., Pittsfield, and active in civic affairs.

WANTED!

★

SALESMAN!

ANNOUNCERS!

NEWS COMMENTATOR!

Important eastern station offers good income to qualified men over 38, or draft-exempt. A real opportunity to better yourself. Write fully in confidence to Box 344, BROADCASTING Magazine.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

WTAM

POPULARITY

● MORE PEOPLE listen to WTAM, Cleveland, than to any other station in the whole Northern Ohio area. In the morning WTAM has 38.9% of the audience; in the afternoon 43.1% of the audience and in the evening 53.2% of the audience . . . a combined average of 45.1% as against 27.8% for the next station. Yet the COST of WTAM is only $.000073 per family.

* *Hooper Index, December-January 1942-43*

WTAM

C L E V E L A N D

NBC Network 50,000 Watts ● Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBT, Charlotte

Duke Power Co., Charlotte, 2 *ne* weekly, thru J. Carson Brantley Adv. Agency, Salisbury.
Leonard's Fox System Hatchery, Charlotte, 2 *sa* weekly, direct.
Yager Liniment Co., Baltimore, 3 *sa* weekly, thru Harvey Massengale Co., Durham.
American Chicle Co., Long Island City (chewing gum), 21 *ta* weekly, thru Badger, Browning & Hersey, N. Y.
American Snuff Co., Memphis, 5 *ta* weekly, thru Simon & Gwynn, Memphis.
Thomas Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, thru William Esty & Co., N. Y.
Fleming & Sons, Dallas (Wallrite wallpaper), weeky *sp*, thru Couchman Adv. Agency, Dallas.
Vick Chemical Co., New York (Vicks Inhaler), 6 *sp* weekly, thru Morse International, N. Y.
Peter Paul Inc., Naugatuck, Conn. (candy) 6 *sp* weekly, thru Platt-Forbes, N. Y.
Swift & Co., Chicago (All-Sweet margarine), 5 *sa* weekly, thru J. Walter Thompson, Chicago.

CFCO, Chatham, Ont.

Dr. A. W. Chase Medicine Co., Oakville, Ont., 10 *ta* weekly, thru Ardiel Adv. Agency, Oakville.
Wonder Bakers, Toronto, 78 *sa*, thru J. J. Gibbons, Toronto.
National Drug & Chemical Co., Montreal (Gin pills), 65 *sa*, thru A. McKim, Montreal.
McFayden Seed Co., Winnipeg, Man., 10 *ta* weekly, thru Norris-Patterson, Winnipeg.
Dept. of Natl. War Services (scrap fat & bones), 24 *ta*, thru R. C. Smith & Son, Toronto.
Dehydrated Yeast sales (Hi-do yeast), 2 *ta*, thru Tandy Adv. Agency, Toronto.
Standard Brands, New York (Fleischmann's yeast, Magic baking powder), 15 *t* weekly each, thru J. Walter Thompson, Montreal.
W. K. Buckley, Toronto (cough remedy), 10 *ta* weekly, thru Walsh Adv. Co., Windsor, Ont.

WEEI, Boston

W. A. Snow Co., Boston (heating appliances), 3 *sp* weekly, 13 weeks, thru Hirshon-Garfield, N. Y.
Olson Rug Co., Chicago, 3 *ne* weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
Hubinger Co., Keokuk, Ia. (starch), 6 *ta* weekly, 13 weeks, thru Ralph Moore, St. Louis.
William Wise & Co., New York (books), 3 *sa*, thru Huber Hoge & Sons, N. Y.

KPAS, Pasadena

Dave Minor Pub. Co., Chicago (piano instruction), 3 weekly *t*, thru United Adv. Co., Chicago.
Pathfinders Pub. Co., Chicago (magazine), 3 weekly *t*, thru United Adv. Co., Chicago.
Seaboard Finance Co., Los Angeles, 30 weekly *ta*, thru Smith & Bull Adv., Los Angeles.
Block Drug Co., Jersey City (Gold Medal capsules), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.

KROW, Oakland, Cal.

Curtis Publishing Co., Philadelphia (*Saturday Evepost*), 6 *sa* weekly, thru MacFarland, Aveyard & Co., Chicago.
Seaboard Finance Co., Los Angeles, series of *ta*, thru Smith & Bull, Los Angeles.

WPAT, Paterson, N. J.

Gospel Broadcasting Assn., Los Angeles, weekly *t*, thru R. H. Alber Co., Los Angeles.

KQW, San Francisco

National Birth Certificate Advisory Service, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago.
Dwight-Edwards Co., San Francisco (coffee), 15 *sa* weekly, thru McCann-Erickson, San Francisco.
California Spray Chemical Corp., Richmond, Cal. (bug spray), 5 *sa* weekly, thru Long Adv. Service, San Francisco.
Petri Wine Co., San Francisco, 2 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds, Palmolive), 7 *sa* weekly, thru Ted Bates Inc., N. Y.
National Lead Co., San Francisco (Dutch Boy paint), 6 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Langendorf United Bakeries, San Francisco, 3 *sa* weekly, thru Erwin, Wasey & Co., San Francisco.
Larus Bros. & Co., Richmond, Va. (Domino cigarettes), 3 *sa* weekly, thru Warwick & Legler, N. Y.
Berkshire Knitting Mills, Reading, Pa. (stockings), 5 *sa* weekly, thru Geare-Marston, Philadelphia.
Kilpatrick Bakeries, Oakland, 7 *sa* weekly, thru Emil Reinhardt Adv. Agency, Oakland.
National Biscuit Co., New York (Shredies), 6 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Langendorf United Bakeries, San Francisco (Hollywood bread), 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Parrott & Co., San Francisco (Simi wines), 2 *sa* weekly, thru Blum's Adv. Agency, San Francisco.
Continental Baking Co., New York (Wonder bread), 5 *ta* weekly, thru Ted Bates Inc., N. Y.
Sunnyvale Packing Co., San Francisco (Rancho soups), 5 *sa* weekly, thru Foote, Cone and Belding, San Francisco.
Hulman & Co., Terre Haute, Ind. (Clabber Girl baking powder), 3 *sa* weekly, thru Pollyea Adv., Terre Haute.

WABC, New York

Seeman Bros., New York (Flava-Bake), 3 *ne* weekly, thru J. D. Tarcher & Co., N. Y.
Curtis Publishing Co., Philadelphia (*Saturday Evepost*) 3 *sp* weekly, thru MacFarland, Aveyard & Co., N. Y.

WOR, New York

Vick Chemical Co., New York (Vapo-Rub, Vatronol), 3 *ne* weekly, 13 weeks, thru Morse International, N. Y.
National Oats Co., Cedar Rapids, Ia. (National Three Minute Oats), 5 *sa* weekly, 13 weeks, thru Irwin Vladimir & Co., N. Y.

WJZ, New York

Grove Labs., Chicago (Bromo Quinine), 3 *ne* weekly, thru Russel M. Seeds Co., Chicago.
Wesson Oil & Snowdrift Co., New Orleans (salad oil), 15 *ta* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.
Hi-V Vitamin Corp., New York (vitamin capsules), 2 *sa* weekly, 13 weeks, thru Applied Merchandising, N. Y.
Curtis Publishing Co., Philadelphia (*Saturday Evepost*), 8 *ta* weekly, 52 weeks, thru MacFarland, Aveyard & Co., N. Y.
Macfadden Pub., New York (*True Story*), 5 *ta*, thru Raymond Spector Co., N. Y.
Empire Gold Buying Service, New York, 6 *sa* weekly, 52 weeks, thru Carl Calman Inc., N. Y.

WHN, New York

Colgate-Palmolive-Peet Co., Jersey City (Super Suds, Palmolive soaps), *sa*, 42 weeks, thru William Esty & Co., N. Y.
American Jewish Broadcasting Co., New York, *sa*, 52 weeks, thru A. B. Landau Inc., N. Y.
Philip Morris & Co., N. Y. (Dunhill cigarettes), *sa*, 13 weeks, thru Biow Co., N. Y.
Arden Book Co., New York, 5 *sa* weekly, 13 weeks, thru Roberts & Reimers Inc., N. Y.

KHJ, Hollywood

Block Drug Co., Jersey City (Gold Medal capsules), 5 *ta* weekly, thru J. Walter Thompson Co., N. Y.
Coast Federal Savings & Loan Assn., 5 *sp* weekly, thru Robert F. Dennis Inc., Los Angeles.
National Biscuit Co., New York (Shredies), 4 *ta* weekly, thru Botsford, Constantine & Gardner, Los Angeles.

WFAA-WBAP, Dallas-Fort Worth

Texas Gulf Sulphur Co., Houston, weekly *sp*, 26 weeks, direct.
Fashion Frocks Inc., Cincinnati, 13 *t*, thru Franklin Bruck Adv. Corp., N. Y.
Interstate Theaters, Dallas, weekly *sp*, 26 weeks, thru Segall & Weedin, Houston.
Imperial Sugar Co., Sugar Land, Tex., 156 *sp*, thru Tracy-Locke-Dawson, Dallas.

WLOL, Minneapolis

Ex Lax Inc., Brooklyn, 5 *ta* weekly, 13 weeks, thru Joseph Katz Co., N. Y.
Walgreen Co., Chicago, 35 *ne* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.
Lever Bros Co., Cambridge (Vimms), 5 *ta* weekly, 6 weeks, thru BBDO, N. Y.

CIGARETTE OUTPUT TO BE MAINTAINED

CIGARETTE manufacturers among the top users of radio time will be able to continue manufacturing and distribution activities in 1943 without curtailment, the WPB said last week. The industry benefits from a large tobacco crop in 1942, and has a favorable manpower situation, WPB explained.

Last year, tobacco's gross purchases of network time totaled $18,176,000, approximately 15.6% of all network time sales. This represented an increase between 19[illegible] and 20%, the only large gain registered by a leading industry.

Cigarette consumption among civilians in the United States last year was 14% above the high 206 billion reached in 1941. Sales were about 236 billion for the year.

Department Stores Plan To Maintain Advertising

NO MARKED CHANGES are expected in the volume of 1943 department store advertising in newspapers, according to a Dept. of Commerce survey made by field officers in principal cities. A flexible policy of adjustment to changing conditions is favored by a majority of stores.

The survey, to be published in the March 4 issue of *Domestic Commerce*, indicates that most stores expect to continue newspaper advertising at the 1942 level, limited only by newsprint paper, excess consumer demand and lack of merchandise to sell. Several stores report that they will continue to advertise, even though they have nothing to sell. They will sell the store, boost War Bond sales, inform the public of new wartime ways of living, and will not encourage unnecessary buying.

THE *Chicago Daily News* has appointed Schwimmer & Scott, Chicago agency for radio to boost its circulation. Daily one-minute announcements have been placed on a varied schedule in Chicago on WENR, WIND and WCFL. Contracts are for 52 weeks.

Radio Advertisers

ROBIN Corp., Monticello, Ill., (Life of Wheat), starting March 22 becomes eighth sponsor on Paul Gibson's *Housewives' Protective League* on WBBM, Chicago. Participation on the program is for 13 weeks. Agency is Rogers & Smith, Chicago.

SWIFT PACKING Co. (cooked meats) recently renewed for third consecutive year program featuring Shep Fields and his Essam Melodeers Sundays, 12:30 noon. Contract was placed through Elliott Adv., Boston.

SEALY MATTRESS Co., Chicago, has purchased a weekly Sunday half-hour, 8:30-9 p.m. on WGN, Chicago, starting March 28. The program has not yet been decided. Schwimmer & Scott, Chicago, is the agency.

WALGREEN Co. (drug chain), on March 1 begins sponsorship of five-minute early-morning news commentary six days weekly on WMAQ, Chicago. Contract for 13 weeks was placed by Schwimmer & Scott, Chicago.

FOREMAN & CLARK, Los Angeles (men's clothing), is sponsoring for the duration monthly boxing bouts promoted by the 20-30 club, Sacramento, and heard over KROY, that city, between boxers from all large Army camps and air bases in northern California. Fights are described by KROY announcer Bob Fouts.

H. H. STAFFORD INDUSTRIES, Toronto (dehydrated soup), has started quarter-hour transcribed programs three times weekly on CKCL, Toronto. Placement was placed by Commercial Broadcasting Service, Toronto.

CALIFORNIA SPRAY Chemical Co., Richmond, Cal. (insect spray), in a 13-week campaign starting March 1, will sponsor daily participation in the combined *Sunrise Salute* and *Housewives' Protective League* programs on KNX, Hollywood. Long Adv. Service, San Jose, Cal., has the account.

LIFE OF WHEAT Co., Monticello, Ill. (Life of Wheat vitamin products), on Feb. 22 began sponsoring thrice-weekly quarter-hour *Something to Talk About* featuring Chuck Acree, on WLS, Chicago. Contract for 13 weeks was placed by Rogers & Smith, Chicago.

AL BLADE Co., New York (razor blades), on Feb. 22 started Monday through Saturday participations, 5:30-6:30 a.m., on Lois January's *Reveille Merriment* over WABC, New York.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel vitamins), on March 1 begins sponsoring quarter-hour news commentary Monday through Friday on WBBM, Chicago, with newscaster Harlan Eugene Read. Agency is J. D. Tarcher & Co., N. Y.

JOHN STUART SALES, Toronto (Dunhill cigarette distributor), has started an announcement campaign on CKCL, Toronto. Placed direct.

MURPHY PRODUCTS Co., Burlington, Wis. (farm feeds), on Feb. 27 renews *Barnyard Jamboree* for 52 weeks on WLS, Chicago. The half hour program is part of the *WLS Saturday Night Barn Dance* and features Pat Buttram, Red Foley and the Prairie City Four. Agency is Wade Adv. Agency, Chicago.

HARRY DAVIDSON and Booth Black, of the copywriting staff of Wade Adv. Agency, Chicago, have been appointed to the production staff. Mr. Davidson will direct the *Murphy Barnyard Jamboree* on WLS. Mr. Black will direct *News of the World* sponsored on NBC by Miles Labs.

COOPERATIVE LEAGUE of U.S.A., New York, recently started for 13 weeks a weekly quarter-hour program on KQW, San Francisco. Agency is Roberton & Currier Inc., New York.

Better Traveling

AUDIBLE "timetable" is provided by several bus companies in the Monadnock region of New Hampshire in a new twice-daily series of programs on WKNE, Keene, informing the public of schedule changes, and presenting transportation problems in vital areas faced by bus companies replacing automobiles on the road. Sponsors say the service is promoting good will between bus companies and travelers.

MacFADDEN PUBLICATIONS, New York (True Story magazine), recently started a series of three five-minute programs weekly on KQW, San Francisco. Agency is Raymond Spector Co., New York.

PETERSON TRACTOR & Equipment Co., Hayward, Cal. (Caterpillar Tractors), recently renewed for 52 weeks its quarter-hour farm news program five times weekly, on KQW, San Francisco. Placed direct.

SUNLITE BAKERY, Chicago, recently started for 13 weeks three quarter-hour programs weekly on KQW, San Francisco. Agency is W. E. Long Adv. Agency, Chicago.

SLAPSY MAXIE's, San Francisco (night club), recently started *Slapsy Maxie Time*, a five-minute program, five times weekly on KGO, San Francisco. Placed direct.

MOORE DRYDOCK Co., Oakland, Cal., recently started a spot announcement campaign on KGO, San Francisco, to seek workers for ship-building.

POULTRY TRIBUNE, Chicago (periodical), recently placed a series of three five-minute programs weekly on KQW, San Francisco. Agency is First United Broadcasters, Chicago.

ALAMEDA NURSERY Co., Alameda, Cal. (plants), recently started a campaign using three five-minute spots weekly on KQW, San Francisco. Agency is Emil Reinhardt Adv., Oakland, Cal.

Candy Spots Halted

RESTRICTIONS on sugar allotments have caused Fanny Farmer Candy Shops, Rochester, to cancel a spot campaign started last winter on 21 stations [BROADCASTING, Nov. 16]. Cancellation, which went into effect last Friday, involved women's participation programs in key cities throughout the country. Agency is J. Walter Thompson Co., New York.

Told It to Sweeney

DRAMATIZING a story of auto tires allegedly sold on the black market in Peoria, Ill., the CBS *Report to the Nation* program Feb. 21 included a character about to buy a tire who introduced himself thus: "I'm a friend of Mr. Sweeney's." Telephones rang at WMBD, Peoria. Irate callers wanted to know how come "Mr. Sweeney?" The Sweeney Gasoline & Oil Co. of Peoria, respected auto accessories dealers, likewise was besieged. WMBD and CBS did a lot of explaining. The CBS scriptwriter in New York hadn't heard of Sweeney's in Peoria. In fact he was thinking only of the old Americanism, "Tell it to Sweeney," when he wrote that line.

THE STORY IS TOLD

of a company president who sponsored a radio program for more than ten years. He was asked why he continued to renew his radio contracts.

"After all these years", he said, "I'm *afraid* to go off."

Many of your contract renewals will be coming up soon. Consider Station **WHN** . . . its tremendous advertising power, its established programs, its vast coverage and its success records.

Buy **WHN.**

Each 13-week period brings definite and tangible results to warrant a contract renewal.

You will be in the enviable and comfortable position of renewing because you know your programs have brought heavy returns . . . and never because you are "afraid to go off!"

50,000 WATTS
1050 ON YOUR DIAL

WHN
NEW YORK

ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1½-Billion-Dollar Market in the Hudson Circle.

Represented Nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
WGY-102

"Affiliated With the National Broadcasting Company"
Need We Say More?
KTFI
TWIN FALLS, IDAHO
National Representatives
The Walker Co.
Homer Griffith Co.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

"Congratulations on the top-notch job ASCAP's script writers are doing!"
WMOB
• ASCAP Radio Program Service offers, without cost to any ASCAP-licensed station, programs that are written to entertain and to sell. If you are not using these programs you're missing a bet. Write or wire at once and the new series will be sent you immediately.
ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

CRYSTALS by
HIPOWER
Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.
HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—5620 Stenton Street, Chicago, Ill.

BURKE HERRICK

BRUCE BARTON gave this advice to a young man about to launch into an advertising career — "Get out and meet the people. Master the psychology of individual selling first. Sell vacuum cleaners, Realsilk hosiery, or automobiles". Burke Herrick, radio director of Leo Burnett Co., Chicago, chose the latter. With a B.S.C. from Creighton U. in Omaha and a year of graduate study at the Harvard School of Business Administration, Burke returned to Omaha and sold some $250,000 worth of Ford cars in one year.

After having "met the people", Burke turned to advertising as a copywriter with Buchanan-Thomas, Omaha. He later served as account executive and radio director of Schwimmer & Scott, Chicago, and subsequently as radio director of N. W. Ayer & Son, Chicago, rounding out ten years of valuable experience for his present job.

As radio director of Leo Burnett Co., Burke has been closely identified with the Kaltenborn newscasts sponsored on NBC by Pure Oil Co., Chicago. Recently the agency also placed Upton Close in a quarter-hour Sunday afternoon commentary on MBS for Lumbermen's Mutual Casualty Co., Chicago. He also directs placement of radio for Brown Shoe Co., *Chicago Sun*, Realsilk Hosiery Mills and others.

An expert on market testing, Burke outlines these prerequisites for a good radio test market: (1) City must be a cross section of any comparable larger city, with representative income groups from all brackets and all sources. (2) Station selected must be able to do the job, and must be comparative in size to those used in the entire list. (3) Distribution of product must be normal. On the latter point, Burke feels that too many time salesmen do not fully acquaint themselves with the distribution and marketing problems of the product for which an agency is buying time.

Burke is married to the former Helen Piercy, formerly women's personnel director of Montgomery, Ward & Co., and has one child, a daughter, Lynne. He is an excellent marksman, likes to hunt and fish, collects recordings.

OSBORN APPOINTED AS BBDO MANAGER

ALEX OSBORN, one of the founders of BBDO, and executive vice-president in New York, for the past four years, was elected to the new post of vice president and general manager, by the agency's new board of directors, following the annual meeting of BBDO stockholders, Feb. 22. Mr. Osborn managed the Buffalo office prior to coming to New York. Ben Duffy and Jack Cornelius were named executive vice-presidents and at the same meeting, William H. Johns was relected chairman of the board, and Bruce Barton was re-elected president.

Mr. Duffy, who will continue as account executive of Vimms, Lever Bros. vitamin product, will serve as executive vice-president for the east, including BBDO offices in New York, Boston, Buffalo, Cleveland and Pittsburgh.

Mr. Duffy has spent 23 years in advertising, eventually concentrating in the media field. He was in charge of the media department of BBDO and continued in this capacity following the firm's merger with George Batten Co., in 1928. Mr. Duffy has written numerous articles on selling, merchandising and market research and is the author of two books, *Advertising Media* and *Markets*, and *99 Days*.

Jack Cornelius, manager of BBDO's Western Division since 1939, will serve as executive vice-president for the West in charge of offices in Chicago, Minneapolis, San Francisco, Hollywood, and Los Angeles. Mr. Cornelius joined the agency in 1931 and has been vice-president in charge of the Minneapolis office since 1933. Prior to joining BBDO, he was active in the newspaper advertising field, and served as general sales manager of the Rueben H. Donnelley Corp.

Wayland B. Geissinger, manager of the Los Angeles office of BBDO and Charles H. (Chuck) Ferguson, an account executive of the BBDO San Francisco office have been elected vice-presidents, according to a recent announcement by Mr. Cornelius.

WALTER J. WEIR has been appointed vice-president in charge of creative work of Kenyon & Eckhardt, New York. Prior to joining the agency, Weir was vice-president and copy director of Lord & Thomas, and served with J. M. Mathes Inc., New York, in a similar capacity.

Agencies

A. E. NELSON, president of A. E. Nelson Co., San Francisco, formerly manager of KPO-KGO, San Francisco, has been reelected to the board of directors of the San Francisco Chamber of Commerce and made a member of its executive committee.

RUTH FREDRICKS, production manager, has been made manager of Western Adv. Agency, Los Angeles. She succeeds Edward E. Keeler, who resigned to join Don Lee Broadcasting System, Hollywood, as account executive.

JACK GALE, former radio department manager of National Concert Artists Corp., Beverly Hills, Cal., has joined Raymond R. Morgan Co., Hollywood, as account executive.

DAVID ECHOLS, manager of the Mexico City office of Grant Adv., and L. G. (Bucky) Harris, radio director, on Feb. 28 were to leave on an extended business trip through South America, including Rio de Janeiro, where Grant Adv. will shortly open a new branch office.

LOUIS N. BROCKWAY, vice-president in charge of the contact department of Young & Rubicam, New York, has been appointed executive vice-president and Harry H. Ender, assistant treasurer, has been elected secretary of the agency.

EASTERN Division of Campbell-Ewald Co., will move its New York offices from 1230 Sixth Ave. to the Rockefeller Plaza, March 1.

JOHN TAYLOR resigned last week as script supervisor of Pedlar & Ryan, New York, to go overseas for the American Red Cross. He will be succeeded by Mary Louise Anglin, script editor of Henry Souvaine Inc., New York, and formerly of Compton Adv., New York.

ARTHUR E. GOLDMAN, formerly in charge of all publications and printed advertising for the American Tobacco Co., has joined Biow Co., New York, as account executive.

WILSON TUTTLE, once a producer with Ruthrauff & Ryan, New York, is rejoining the agency as a supervisor of Radio. He returns to R&R after serving as radio executive of A. & S. Lyons, talent and production firm.

TRAVERS HAND, formerly on the staff of Time Inc., has joined the newly established New York office of MacFarland, Aveyard & Co. Arthur Mayer, formerly with Doyle, Kitchen & McCormick, New York, is production manager and Alfred C. Strasser, formerly with J. Walter Thompson Co., New York, is art director.

BERNARD PAGENSTECHER and Clifford C. Lozell have become partners in M. H. Hackett Co., New York. Mr. Pagenstecher, a vice-president, has been with the agency since its inception. Mr. Lozell is art director.

PAUL C. HARPER account executive of Leo Burnett Co., Chicago, on the Pure Oil account, has been commissioned major in the Marine Corps and reported for duty last week. James Love has succeeded Mr. Harper as account executive.

JANE TRACY, Warner Bros. publicity department Hollywood, has joined Warwick & Legler, that city, as script writer and assistant to Dick Mack, agency producer.

WESTON HILL, copywriter and account executive of Sherman & Marquette, Chicago, has resigned.

WCSC
Serving Coastal Carolina
1000-500 Watts • CBS
CHARLESTON, S. C.
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

...ay's Declaration ...ecutives' Topic

...Broadcaster Explains ... Plan of Independence

...LARATION of Independence ...broadcasters, proposed by Wil... B. Way, vice-president and ...eral manager of KVOO, Tulsa, ... member of the NAB board, and ...mitted to the NAB board last ... [BROADCASTING, Oct. 19], was ... subject of last Wednesday's ...ting of the Radio Executives ... of New York.

... the principal speaker, Mr. ... read the "Declaration" in its ...irety, following his presentation ... excerpts from the yearend ...ement by Freeman Keyes, pres... of Russel M. Seeds Co., Chi..., which appeared in BROAD...TING Dec. 28. Mr. Keyes' state... summed up the achievements ...adio during the last year and ...ght out the attitude of agen... that "certain operational re...tments should be effected in ... industry during 1943".

Industry Benefits

...inting out the benefits to the ...re industry, which would result ...ugh adoption of his declara..., Mr. Way stressed that sta... should remember they are li...ed to operate "in the public in...st, convenience and necessity" ... "should maintain the integrity ... the medium".

...NAB members at the meeting in...ded C. E. Arney, assistant to the ...sident; Everett Revercomb, au...r; Willard Egolf, in charge of ...lic and industry relations; Walt ...nis, in charge of news and in...rmation, and Mrs. Dorothy ...vis, coordinator of listener activ...s. Other out-of-town guests ...re Eugene O'Fallon, KFEL; ... Loft and Dale Taylor, ...NY; Gunnar Wiig, WHEC; ...ald King, Standard Radio; Bill ...rdell, WLW; G. G. White, ...MFD, and James H. Moore, ...LS.

Mr. Way will address the Chi... Radio Management Club ...rch 30.

AP

...ICY, Oklahoma City, Okla.

...precision, broader coverage and more intelligent treatment of news makes PA superior to any I have yet worked with.

Bill Conine
Program Director

available through
...RESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

MANHATTAN OUTLOOK on the CBS sales picture is transmitted by Arthur J. Kemp (center), Pacific Coast sales manager, to these Hollywood executives following his four weeks conference at the network's New York headquarters. Salesminded trio (l to r) are Harry W. Witt, Southern California sales manager; Mr. Kemp, and George L. Moskovics, Pacific Coast sales promotion manager.

W&L Coast Office

WARWICK & LEGLER, New York agency, has established Hollywood production offices at 6331 Hollywood Blvd. William M. Randol Jr., production aide of CBS, Hollywood, has been made office manager. Dick Mack, named office supervisor, will produce the weekly Pabst Brewing Co. program, *Pabst Blue Ribbon Town*, which starts March 27 on CBS. Mr. Mack also will continue as producer of McKee & Albright on the weekly NBC *Rudy Vallee Show*, with Bill Demling, writer, as aide. H. Paul Warwick and J. R. Warwick, president and vice-president, respectively, of Warwick & Legler, were on the Coast in mid-February to set up the new office.

'Truth or Consequences' Makes Tour for Bonds

RALPH EDWARDS will take his NBC quiz program, *Truth or Consequences*, on a cross-country swing in search of War Bond sales, starting March 13 in Albany and concluding the end of June in San Francisco. Plan calls for the regular Saturday broadcast in key cities and two other performances in neighboring Army camps or cities each week, with Bond purchases serving for admission.

To raise funds to cover expenses of the project, the production is making stage appearances in New York theatres prior to departure. The Treasury Dept. has approved the venture. Procter & Gamble, Cincinnati, sponsor, will pay line charges. Accompanying Edwards will be his producer, Herb Moss; Al Paschall, stage manager, and Phil Davis, writer. Agency is Compton Adv., New York.

Coal Disc Series

OLD BEN COAL Corp., Chicago (Green-Marked coal), beginning April 5 will sponsor a series of transcribed quarter-hour programs featuring Dr. Preston Bradley five days a week on WGN WHO KSTP WOW KFEQ KSD WNAX KBTM. Contracts for 26 weeks were placed by J. R. Hamilton Adv. Agency, Chicago. Albert L. Gale is account executive.

Agency Men Form New Chicago Firm

L. T. Wallace Associated With Ferry-Hanly; Named President

L. T. WALLACE, vice-president and account executive for the last 10 years of Aubrey, Moore & Wallace, Chicago, together with the Chicago office of Ferry-Hanly Co., on March 1 was to form a new Chicago advertising agency under the name Wallace-Ferry-Hanly Co. The new firm will occupy present offices of Ferry-Hanly at 111 West Monroe St. until April 1 when the agency will occupy the sixth floor at 430 N. Michigan Ave.

New York and Kansas City offices of Ferry-Hanly will retain that name, but will be closely allied with the Chicago office of Wallace-Ferry-Hanly.

Veteran Agency Man

C. P. Hanly, president of Ferry-Hanly, will be chairman of the board of the new agency while Mr. Wallace becomes president and general manager in addition to being a director of Ferry-Hanly. Bruce Brewer and H. M. Montgomery will continue to supervise the Kansas City and New York offices, respectively.

A veteran in the agency business, Mr. Wallace entered advertising in 1915 as a copywriter for Campbell-Ewald, Detroit. He later joined McCann-Erickson, Cleveland, became a vice-president of that agency, whose Chicago offices he opened in 1924 and managed until 1933 when he joined Aubrey & Moore.

Mr. Wallace will take the Campana Sales Co. account into the new agency, and will continue to supervise all Campana radio which includes MBS *First Nighter* and NBC *Campana Serenade*. In addition the new agency will handle all accounts serviced by Chicago office of Ferry-Hanly.

Gill Joins Biow

SAMUEL E. GILL, formerly director of media and marketing of Lord & Thomas, New York, has joined Biow Co., New York, as director of marketing. Mr. Gill was statistician for the 20th Century Fund during 1934 and 1935, and served as vice-president of Crossley Corp., for the following five years. He headed a research firm under his own name from 1940 to 1942.

Westinghouse Shift

WHEN Westinghouse Mfg. Co., Pittsburgh, shifts its Sunday half-hour series on NBC from New York to Hollywood, effective March 7, Victor Young's orchestra and Ken Darby's chorus will replace Mark Warnow's band and the Lyn Murray chorus, respectively. Supervising the start of the series on the West Coast will be Hubbell Robinson Jr., assistant director in the radio department of Young & Rubicam, New York agency in charge, and Clarence Olmstead, director of the program.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Bocker, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

Mexico City

The Reforma is truly the hotel of the future, providing de-luxe and ultra-modern accommodations with every facility for comfort and convenience right in the midst of Mexico's glorious recreational opportunities. American and Mexican food. Low European Plan rates.

For reservation and information address: Atlantic Hotel Service, Essex House, New York City.

"Home of Ciro's—Mexico's Most Glamorous Night Club".

HOTEL REFORMA
THE HOTEL OF TOMORROW

Big Audience Hears U. S. Shortwaves

Official Data Disclose Programs Reaching Destinations

AMERICAN stations have a substantial audience in foreign countries, according to information gathered by Government sources. There is evidence to show that the listeners of France, Spain, Germany, Italy, Switzerland, Sweden, as well as those in Central Europe and the Near East regularly receive broadcasts from this country.

Listener growth is steady though not swift and as a result some countries have been slower in turning to American shortwave broadcasts than others, it is disclosed. France is found to have the largest audience for U. S. programs. In fact there is clear evidence that reception there is excellent and the audience unmistakable.

These findings are construed as refutation to the charges that American stations are futilely hurling vast quantities of signals into empty air.

Daily Barrage

For several months the Overseas Branch of OWI War Information has been daily firing away at its targets in the four corners of the world. Shortwave is the basic weapon in this warfare and broadcasts are aired around the clock in 21 languages for a total of 2,682 programs a week (as of February), a remarkable rate of production in view of the fact that this very unit was turning out only seven programs per week in Feburary 1942.

Today there are 21 U. S. shortwave transmitters in active service, exclusive of the expansion program under way, whose operations are calculated to produce maximum results in the main target areas. To accomplish this, five basic program patterns have been established. One pattern, which is a general European beam, broadcasts in English, German, French and Italian.

A second transmits programs in English French, Spanish and Portuguese. A third is all French. There is one transmission aimed at Central Europe and the Near East embracing the minor languages and a Scandinavian service trajected by stations capable of good reception in Northern Europe.

Mail has always come from French listeners and since the fall of France it has continued to come to American shortwave stations, official data reveal. During the past six months this mail has increased. Its tenor clearly indicates that the Voice of America has become the leading voice to many in France.

From mail it has been concluded that U. S. shortwave signals go into important areas of that country with greater strength and clarity than those of the BBC. Mediumwave transmissions originated by the BBC only reach the western part of France owing to intensive Axis jamming, it is found.

Furthermore there is evidence that the shortwave broadcasts to France are delivering the news to others besides listeners themselves. Study of French underground newspapers shows that American radio is an important source of news. In fact one London observer familiar with the material transmitted reported that "U. S. radio has accounted for at least half of the news and feature items" used in a particular set of underground newspapers. News sources actually credited by the papers included CBS and Cincinnati programs.

They Really Listen

A letter from an American in the unoccupied zone assures that the "people in France do listen, particularly in the occupied parts, to Boston, New York and Cincinnati shortwave radio programs." One Frenchman, who came to the U. S. late last year, said he heard the U. S. transmission at a particular time every night from last summer on. Furthermore, he explained that those who don't listen much get the news from friends who do.

U. S. monitors report that Vichy radio stations have been broadcasting warnings against listening to American stations in a tone of desperation and entreaty, indicating that shortwave radio has already established one strong second front.

Spain's radio front is not so strong as that of France, but this is not construed as a sign of fumbling or ineptness, since practically no audience existed there for American shortwave broadcasts six months ago. Mail from this country indicates an audience is developing but the main problem is to familiarize listeners with the time schedule.

Germany and Italy are sealed tight and provide little direct contact. Most of the evidence of reception comes from their own official broadcasts. American analysts reason that German and Italian broadcasts would not take cognizance of U. S. transmissions if they did not feel their countrymen had been listening to them. One more piece of evidence of contact lies in the signal strength which our broadcasts have in Switzerland.

Aside from its direct value as an ear for U. S. broadcasts, Switzerland is conceded to be an important gauge for general reception in Central Europe. Reports from there indicate the Swiss themselves are interested in U. S. programs. Audiences are further stimulated by publication in the country's press of the time and wavelength of American broadcasts. Aside from the value these hold for listening within Switzerland, it is further cited as important to those within the limits of the Axis, for Swiss papers enter Axis-controlled countries.

Swedish Problem

Swedish listeners are known to exist but there is no undue optimism over the size of the group. In part this is said to be caused by poor atmospheric conditions. Broadcasts are heard throughout the country when conditions permit but there is no clear idea of the size of the audience. Plans call for more intensive broadcasting to this area in the near future. Another area of uncertainty embraces such countries as Hungary, Bulgaria, Rumania and Poland. Programs are beamed to them but there is as yet insufficient data to offer enough facts for conclusions as to signal strength, audience or effectiveness.

Ample evidence of growth in the shortwave listener audience is noted by official observers. The prospects for an increased audience are considered bright in view of OWI plans for programs prepared here and then shipped to outpost stations in transcription or script form. Already this development has begun.

Material will reach listeners through the Overseas Branch of OWI in one of three ways: Locally produced either by outposts or prepared in the U. S. for shipment to the outposts; relayed or rebroadcast programs picked by local transmitters at outposts but originating in the U. S.; shortwave transmissions beamed directly from the U. S.

Shortwave relay service is one year old and already represents an important link in the propaganda operations. London, for example, now rebroadcasts seven daily programs of this type in English, French, German, Italian and Polish. Special events such as the North African invasion call for special material, and transmissions go on in many languages.

The technical quality of these relays is said to be excellent. In fact, recordings made in Britain of programs transmitted in this fashion under ordinary mospheric conditions show distortion and good volume.

A good illustration of Brit listener interest in American gramming can be found in the of a program known as *Answer You*, in which prominent Am cans answer questions on the U. sent from Britain. The first gram in this series, according to listener research report by BB staff, showed that 12.1% of adult civilian population listen The Appreciation Index, an over evaluation of the BBC, showed listener result of 82%, six p above their average for talks discussions. Furthermore, 94% the people who heard the first gram said they wanted to more of the series.

COLLEGE AND WAR
Bucknell U. Stresses Role In Sponsored Show

BUCKNELL U., Lewisburg, Pa., pioneer university in the use of radio, purchased time on WJZ, New York, for a broadcast Feb. 28, 2:30-3 p.m. to mark its 97th anniversary and to call attention to the role of the small American college in the nation's war program.

Dramatizing college life in wartime, and showing how the accelerated curriculum has been adapted to the times, the program was similar to several broadcasts aired previously by Bucknell on time bought by three "radio-minded" members of the board of trustees [BROADCASTING, Oct. 26]. The WJZ program was shortwaved to England and North Africa. Edward L. Wertheim Agency, New York, handles the account.

FLIGHT REPORTER
Paul Manning, CBS, Trains As Air Observer

TO PREPARE for combat re torial missions with the U. S. Ar Eighth Air Force, Paul Manni CBS commentator, recently co pleted a training course along w seven other correspondents. At base somewhere in England th were trained as observers to company heavy bombard squadrons on high altitude fl missions.

The correspondents were schoo in the use of the oxygen mask,

Manning Takes Of

first aid at high altitudes and the practice of abandonment of heavy bomber in case of a cr landing at sea. Another import lesson learned was the best ways staying out of the way of the cr bat crew during actual operati

Mr. Manning was the only re reporter graduated in this class cause Elmer Peterson, NBC cas date, was rejected by the flight s geon when it was discovered he suffered frostbitten fingers as youngster. The other success graduates were Gladwin Hill, A William W. Wade, INS; Wal Cronkite, UP; Rober Post, *York Times;* Homer W. Big *New York Herald-Tribune;* Denton Scott, *Yank,* and Pvt. A drew Rooney, *Stars & Stripes.*

FCC To Face Quiz On Draft Policies

Military Committee Seeking Case of 442 Deferments

FCC OFFICIALS are likely to be among Government witnesses called before a special House Military Affairs Subcommittee within the next week to tell Congress the grounds on which the Commission has obtained draft deferments for FCC employes.

The study of draft deferment policies of Federal agencies has been undertaken in the face of repeated charges that Goverment agencies are hoarding manpower in the military age brackets. Rep. Elmer (D-Cal.) is in charge of the inquiry.

Inquiry Underway

Investigators of the committee have already asked several war agencies, including the OPA, WPB, State Dep't, and Civil Service Commission for a list of all deferred personnel. Rep. Costello says his committee will ask officials from agencies with high deferment procedures to explain their policies.

The FCC recently was under considerable Congressional fire for deferments when Rep. Cox, (D-Ga.) chairman of the FCC investigating committee, said on the House floor that common gossip all over town was that there is a higher percentage of draft dodgers as a result of requests of departments of the FCC than in any other department of the Government." These deferments—over 442 in number according to Chairman Fly—have been defended by the Commission on grounds that most of the group are specialists and that the FCC Chairman felt he would do a more significant war job with the Commission than in military service [BROADCASTING, Feb. 15, 22].

Noting reports that FCC's per capita deferments were higher than those of other non-military Government agency, Rep. Costello said Friday that if it were so, someone from the Commission would undoubtedly be called to testify. He has said, however, that the purpose of the investigation is to remove the stigma from draft deferment by assuring that men retained by the Government are actually essential.

L. A. Radio Tax Plan

BUSINESS license fee amounting to $100 a quarter, on $15,000 or less of the gross revenue of broadcasting stations, has been recommended to the Los Angeles City Council. Proposal was made in a resolution submitted by Councilman Roy Hampton and referred to the Ways & Means Committee. Hampton proposed preparation of an ordinance setting up that schedule plus $1 for each $1,000 additional gross revenue.

JACK HOLDEN, staff announcer of WGN, Chicago recently celebrated his 10th anniversary as announcer on the National *Barn Dance*, sponsored on WLS by Miles Labs., Elkhart, Ind.

FCC Probe Staff

(Cont'd from page 11)

ney for the U. S. Attorney's office in Detroit during the last five years of his work there, mostly during the prohibition era.

A suite of rooms in the old House Office Building has been assigned Mr. Garey and his staff. Among others, it is expected John Wesley Weeks, of Georgia, former principal attorney in the FCC's broadcast section, will assist the New Yorker.

No word whatever has been forthcoming from any FCC source regarding the inquiry. Chairman Fly refrained from any comment at his news conference last Monday. In some quarters it was reported that staff members had been instructed not to discuss the inquiry.

It was entirely possible that before the specialized Cox inquiry into the FCC gets under way, that agency will be called before one of several Congressional committees on other aspects of its operations. Decision was announced last Wednesday by the House Military Affairs Subcommittee that a staff of investigators immediately would commence its study of draft deferments in Government agencies.

Deferments Questioned

The fact that the FCC has procured deferments for 442 employes caused considerable debate on the House floor in connection with consideration of the FCC's appropriation [BROADCASTING, Feb. 22]. Rep. Cox then declared it was "common gossip all over town that there is a higher percentage of draft-dodgers as a result of the request of the departments in the Communications Commission than in any other department of the Government."

The Select Smith Committee to investigate so-called "bureaucracy" in Governmental agencies also has announced its intention of looking into FCC operations. This Committee was given an initial $60,000 fund by the House last Thursday. This week it is expected to name counsel and a prominent New England attorney is mentioned as the likely selection.

The Dies Committee, which was given another $75,000 appropriation a fortnight ago, has announced its intention of investigating three members of the FCC's Foreign Broadcast Intelligence Service. An appropriation of $100,000 has been established for the House Appropriations Committee to conduct its own investigation of fiscal operations and needs of all Governmental agencies.

The FCC appropriation of $7,609,000 approved by the House Feb. 17 represented a cut of $480,000 from budget estimates. The Senate Appropriations Committee is expected to hear the FCC on the same appropriation within a fortnight.

House Group Will Hear Dies-Accused FCC Trio

AMONG the 39 Government employes accused of purported Communist-front affiliations by Rep. Dies (D.-Tex.), there are three Federal Communications Commission employes who will have an opportunity to reply to the charges before a House Appropriations subcommittee presided over by Rep. John H. Kerr, (D.-N. C.).

The FCC employes, William Dodd, Frederick Shuman and Goodwin Watson, are expected to be heard this week, although testimony likely will not be available until the closed hearings have been completed. Mr. Dodd is the son of the late Dr. William E. Dodd, former ambassador to Germany.

AGENCY Appointments

MEIERS Co., Appleton, Wis. (Ad-A-Da vitamin capsules), to Cramer-Krasselt Co., Milwaukee. Radio will be used.

SHELDON Inc., Chicago (furriers), to A. N. Baker Adv. Agency, Chicago. Newspapers, magazines and radio will be used.

BAUER & BLACK, Chicago (surgical dressings, elastic goods), to Henri, Hurst & McDonald, Chicago.

H. J. HEINZ Co., Pittsburgh (distributor for Cooperative Olive Products Assn., Call-Crest), to BBDO, Los Angeles.

MacMILLAN PETROLEUM Corp., Los Angeles (Ring-Free motor oil), to Logan & Arnold, that city. Radio, with other media, planned in selected markets.

CONSOLIDATED DRUG Trade Products, Chicago, to Calkins & Holden, Chicago.

NCAC SELLS

"I Love A Mystery"

A CARLTON E. MORSE THRILLER

PROCTER & GAMBLE • CBS

Beginning March 22, 1943

FIVE TIMES WEEKLY

MORE NCAC SALES

John Charles Thomas—Westinghouse Hour

"Basin Street"—The Roxy Theatre, N. Y. City

Leatrice Joy Gilbert—Metro-Goldwyn-Mayer Pictures

Dave Mallen—Ten Weeks at Radio City Music Hall

NOW AVAILABLE

THE FAMOUS GISH SISTERS

Radio's Newest Feature Program

NCAC SELLS TALENT AND PROGRAMS IN ALL FIELDS OF ENTERTAINMENT.

SPECIALISTS IN PROGRAMS COMMEMORATING "E" AWARDS

NATIONAL CONCERT AND ARTISTS CORPORATION

711 Fifth Avenue, N. Y. C.

CHICAGO • HOLLYWOOD • SAN FRANCISCO

WDRC
CONNECTICUT'S PIONEER BROADCASTER
THE MOST . . . FOR THE LEAST
As Basic CBS for Connecticut, WDRC gives you a top-flight program schedule for your spot announcements . . . and the same low rate enjoyed by local advertisers. You can't miss with this combination!
CBS

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Al. Bland
the popular comedian in "morn patrol"
WCKY
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!
WIBW The Voice of Kansas in TOPEKA

Algerian Circuits Granted to Mackay

Networks, Press Associations Said to Plan Protests

THE FCC's grant of a direct radio circuit to Algeria to Mackay Radio & Telegraph Co. will undoubtedly mean a shift to that company by the networks in their programs from North Africa which have previously been carried over RCA Communications channels.

It was understood, however, that the networks are considering protests to the FCC over the transfer of program service from RCAC. Press associations, it is reported, likewise may intervene.

Under the Commission authorization of an exclusive circuit to Mackay Radio, which was dictated for military reasons, that company was ordered by the FCC to establish broadcast channels daily between the United States and Algeria. Mackay Radio is to handle broadcast programs daily from 1200 to 1400 GMT and from 2130 to 2330 GMT from Algeria to the United States.

RCA Communications had inaugurated broadcast program service from North Africa for American networks shortly after the invasion by Gen. Eisenhower's troops. These programs have been carried daily from Algeria and frequently on *The Army Hour* program Sunday over the RCAC link. Press Wireless which has been handling Mutual pickups, also had its application denied to set up the service with Algeria.

RCA Communications was granted an authorization by the FCC Feb. 23 to establish a direct circuit to Dakar, which could be used for network programs from the West African point.

Levey Heads Scophony

ARTHUR LEVEY, a founder, director and major stockholder in Scophony Ltd., British television company, has been signed to a five-year contract to serve as president and general manager of Scophony Corp. of America. Mr. Levey recently established the new company in New York in association with General Precision Equipment Corp. and Television Productions Inc. a subsidiary of Paramount Pictures, which also is a stockholder in Allen B. Du Mont Labs., producers of television equipment and operators of an experimental sight-and-sound station, W2XWV, New York.

RCA Industrial Ads

AN ADVERTISING campaign for electronic tubes, themed "do it electronically," has been placed with 18 specialized trade publications by RCA. The ads are designed to reach all industrial users of electronic tubes, jobbers, engineers, and others affected by tube development. RCA explains "we must do a constructive selling job now because, although electronic tubes are important today in the war effort, they are also one of the most important products for the future."

In the CONTROL ROOM

CLYDE J. WHITE, senior supervisor of the engineering department of WGN, Chicago, has been commissioned a lieutenant in the U. S. Naval Reserve and reported for duty on Feb. 25. Robert Sibold, assistant supervisor, has been named to replace Lt. White. Robert Baird, of the engineering staff, has succeeded Mr. Sibold.

JAMES MATTLEY, new to radio, has joined KERN, Bakersfield, Cal., as technician. He replaces Ken Taylor, now with the radio division of Lockheed Aircraft Corp., Burbank, Cal.

W. R. NICHOLS, chief operator and resident engineer of KINY, Juneau, Alaska, has resigned to accept appointment as supervisor of the Alaska Aeronautics and Communications Commission.

MRS. S. E. ADCOCK has obtained an operator's license after completion of the ESMWT course at the U. of Tennessee and is serving on the engineering staff of WROL, Knoxville, Tenn.

TONY VACCARO, former first engineer of WHEB, Portsmouth, N. H., recently inducted into the Army, has been assigned to the Air Forces and stationed at Miami Beach.

BYRON STRONG, of the engineering staff of WSAV, Savannah, has been appointed resident transmitter engineer.

JOE KAY, engineer of NBC Hollywood, has been made a field supervisor. He succeeds M. S. Adams, who recently resigned to join the Marines. Harold R. Platt, engineer of KPO, San Francisco, has taken over Kay's duties.

JIM MURPHY, sound effects engineer of CBS Hollywood, has been inducted into the Army Air Forces and is training at Santa Ana, Cal.

HALDMAN MARCH has joined the engineering department of WIBG, Philadelphia.

ROBERT L. RUSSELL, formerly with the legal section of the Chicago Signal Corps Depot and at one time with General Motors and Chrysler in an executive capacity, has joined the Hallicrafters Co., Chicago (amateur radio receiving sets), as administrative assistant. Cletus Wiot, who has served in several divisions of Hallicrafters, has been appointed manager of Government Contract Section.

HAROLD D. PAGE, former transmitter engineer of WAOV, Vincennes, Ind., recently completed the Pre-Radar course at Ohio State U. and is now in a Signal Corps school in Philadelphia.

Minnesota Stations Air Speaking Contest Finals

MORE than 500 boys and girls, representing 64 countries, participated in a public speaking contest on *What The Four Freedoms Mean to Me*, completed last week with a broadcast over WCCO, KSTP, Minneapolis-St. Paul; WEBC and KDAL, Duluth; WMFG, Hibbing; WHLB, Virginia; KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud.

Contest, sponsored by the Agriculture Extension Service of the U. of Minnesota and the Minnesota Jewish Council, was open to 40,000 members of 4-H Clubs and Older Rural Youth groups. All Minnesota stations, and KSOO, Sioux Falls, S. D., broadcast first and second eliminations.

CBC Relay Unit Assure Coverag

20-Watt Transmitters Are U To Reach Isolated Areas

LOW-POWERED relay transm ters are being used effectively the Canadian Broadcasting Co to provide adequate radio rec tion to isolated communities in mountainous areas of We Canada. Ten such 20-watt tra mitters are in operation in Br ish Columbia and one in Edm ston, N. B., with plans under to extend the service to all isol ed communities on the CBC 3,0 mile network system, according Gordon W. Olive, chief engineer.

Wire Lines Used

When Revelstoke, B. C., was d prived of radio in the fall of 19 with suspension of its only stati a 20-watt relay transmitter was i stalled in the railway telegra repeater station. All progra routed through the repeater o were fed to the transmitter.

CBC field engineers ascertain that railway telegraph circuits a ed as carriers for the radio fr quency signal and that persons li ing up to 18 miles distant fr Revelstoke reported good recepti Soon other relay transmitters w installed and inhabitants of s mote areas were given their fi contact with world events.

Call letters and frequencies the relay transmitters in Briti Columbia are:

CBRA Revelstoke, 560 kc.; CB Prince George, 900 kc.; CBRW Wel 940 kc.; CBRL Williams Lake, 7 kc.; CBRQ Quesnel, 800 kc.; CB North Bend, 800 kc.; CBRK Kimb ley, 900 kc.; CBRF Fernie, 940 k CBRR Cranbrook, 1340 kc.; CB Creston 730 kc.

RADIO MARINE Corp. of Amer has been awarded the Maritime "E Pennant and the Victory Fleet Fl Official presentation will take pl March 20.

Versatile Cleric

LOSS of an announcer-engineer at WBRW, Welch, W. Va., ordinarily would have created a serious problem, but the Rev. Robert Alfred Godfrey, pastor of the First Baptist Church of Iaeger, W. Va., saved the day. The Reverend Bob, as he is known, has his own program *Sermon Echoes* at 3:45 p.m. daily on WBRW. When the station lost the announcer-engineer, the Rev. Bob passed an examination for operator, then took 4½ hours daily as announcer and engineer, working six days a week. In addition to preaching and filling in at WBRW, the young minister is Civilian Defense Commander for Iaeger and does a weekly half-hour program in behalf of War Bonds. On the air he calls himself Alfred Godfrey.

THIS 100 KW. TUBE (type 862), on for 23,500 hours, more than three years, at WWL, New Orleans. Emphasizing care in equipment maintenance are L. E. N. duFrocil (left), WWL transmitter supervisor, and Joseph E. Gros, engineer in charge of tubes.

Madden Joins RCA

EMMET N. MADDEN, formerly manager of the Frigidaire and Household Appliance Division of General Motors overseas operations has joined the RCA Victor Division of the Radio Corp. of America, as manager of the overseas subsidiary and affiliated company operations, according to an announcement last week by J. D. Cook, managing director of the International department. The appointment, Mr. Cook said, was in line with RCA's postwar planning activities, looking forward to the reopening of world markets when the war is over.

RCA Tube Advice

FIVE rules to prolong the life of electronic tubes are explained in "Tips on Making Transmitting Tubes Last Longer", booklet being distributed by RCA Commercial Engineering Section, Harrison, N. J. RCA says tubes operated at maximum voltage capacity wear out sooner, and gives detailed instructions for the right method of putting tubes into operation by a new start.

PHILIP LIVINGSTON THOMSON, pioneer in the use of industrial institutional advertising, recently completed his 40th year with Western Electric, where he is director of public relations. Mr. Thomson went to W-E in 1903 as a $10 a week clerk, rose to advertising manager within eight years, and has continued to direct the company's advertising ever since.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

W6XYZ TELEVISION OPERATIONS BEGIN

WITH FCC special authority, television station W6XYZ, Hollywood, owned and operated by Television Productions Inc., a subsidiary of Paramount Pictures Inc., began experimental program operations recently, in charge of Klaus Landsberg, director of television.

Station transmits on 100 watts video and 200 watts audio, on television channel No. 4, with picture carrier frequency of 79.25 megacycles and sound carrier frequency of 83.75 megacycles. FCC construction permit to Television Productions Inc., was granted Aug. 5, 1940. Du Mont cameras and transmitting equipment augment several custom-built units designed and constructed under direction of Mr. Landsberg for W6XYZ. Station is also using a special experimental antenna system.

Mr. Landsberg, who joined Television Productions Inc., in August 1941 as chief engineer, was named director of television a year later. Previously he had been affiliated with Farnsworth Television Inc., Philadelphia; NBC New York, and the Allen B. Du Mont Labs., Passaic, N. Y. Associated with him in W6XYZ are Adeline Jay, technical assistant and stage manager; H. A. Strothers, transmitter operator; Eugene F. Hagemeyer, studio operator, and Rita J. Williams, sound operator.

To conserve equipment, no heavy program schedule is planned, according to Mr. Landsberg. Activity will be almost entirely confined to Civilian Defense, with two programs weekly, in which civilian defense workers will receive instruction in the use of emergency equipment via television. Receiver sets have been installed in Hollywood police stations by Television Productions Inc., augmenting some 200 receivers in private homes.

With addition of the twice-weekly program on W6XYZ, the Los Angeles City Defense Council is conducting an education campaign through 12-weekly broadcasts on 10 stations, Joe Micciche, Council radio relations director, disclosed. Programs include *Fire Defense* on KMTR and KGFJ, Los Angeles; *Mr. and Mrs.*, informal interview, and a weekly information series on KFWB, Hollywood; *Woman's Journal* on KPAS, Pasadena; *Soldiers in Mufti* on KNX, Hollywood; *Victory Volunteers* on KFAC and KRKD, Los Angeles; *Civilian Defense in Action* on KFI, Los Angeles, and *War at Home* on KMPC, Beverly Hills.

Canned Radio

CODE and theory are not essential to the operator of a new 23-pound portable radio transmitter recently developed by the Army Signal Corps. Waterproof, and attached to a parachute, the set is powered by a hand-cranked generator and sends an SOS recorded on a disc within. Signal covers 25 miles under any conditions, will reach 500 miles on favorable nights.

WOMEN TAKE OVER
Mother of 7 Among Feminine Engineers at CBC

HAVING LOST 40 engineers to military service and with others about to be called, the Canadian Broadcasting Corp. is solving its manpower shortage with women operators.

Already on the job at CBF, Montreal, is Mrs. Germaine L. Dandois, mother of seven children. Following the recent death of her husband, Pierre Dandois, operator of CBF, Mrs. Dandois stepped into the job. She formerly assisted Mr. Dandois when he operated the amateur station CHNC, New Carlisle, Que.

Another woman now doing full-time duty is Joan Annand, daughter of James Annand, former manager of CFRC, Kingston, Ont., and CKTB, St. Catherines, Ont. Miss Annand is on duty at CBL and CBY, Toronto. She formerly operated at CFRC and CKTB.

Edna Little, formerly of CBR, Vancouver, and one-time music library clerk for CBC Toronto, now is a studio operator in Toronto. Mary Muir, who joined CBC Toronto as PBX operator, is being trained for a studio operator's post at CBL and CBY.

Women operators at CBC studios work 44 hours weekly and are doing efficient work, officials report. As military needs drain manpower more women will be trained to take over while the men are in service.

WADE BARNES and Donald Heyworth, announcers of WCAU, Philadelphia, are collaborating on a play, *More Than You Know*.

ROAD TO RADIO RESULTS
TO OVER 1,000,000 RADIO LISTENERS IN WEST VIRGINIA, PENNSYLVANIA, MARYLAND AND OHIO
JOHN BLAIR
A FORT INDUSTRY STATION
If it's a Fort Industry Station You can bank on it!
WMMN
5-KW DAY 1-KW NIGHT
FAIRMONT, W.VA.

THAT MOUSETRAP STORY

THAT old mousetrap story may be all right for the man who can afford to sit around and *wait*. But if you want to keep out of the red and keep your employees out of the breadlines, your change-over to peacetime operations will have to be done *quickly*.

And that quick change-over means a market, ready—*waiting for you!* Keep your customers waiting for you by giving them something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Surveys prove at least one quarter of all radios in Canada's richest market are *always* tuned to CFRB

Newspapers are Spared Second Paper Reduction

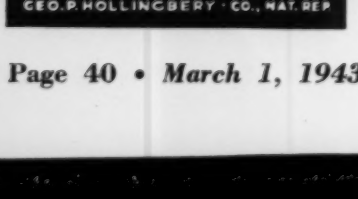
A REPRIEVE for newspapers expecting their second paper cut of the year on April 1 was announced by WPB last week, after the Canadian Wood & Pulp Administration reported that an open winter and extraordinary efforts had resutled in improved pulp supplies.

Newspapers had already absorbed a 10% reduction on Jan. 1. Despite postponement of a second cut, WPB officials warned that curtailment orders remain in effect, and urged continued efforts to save paper. At the suggestion of its Newspaper Advisory Committee, WPB is adopting a graduated scale formula as means of putting future reductions in effect. The postponement of a slash for newspapers does not affect the presumptive second curtailment April 1 of coated stock supplies for magazines, a WPB official pointed out.

Ceiling on Quartz

CEILING prices on Brazilian quartz crystals, used in radio transmitters and receivers, are being prepared to safeguard the supply of the material, OPA said last week. Ceilings based on the Brazilian government table of values for quartz will be announced, OPA said, after importers are consulted on pricing and grading methods.

JACK SOELL, of the KXOK, St. Louis, sales staff, has written another popular tune, "So Tired", which is being heard more and more often over the networks.


The MAGIC CIRCLE
And this job takes priority over All —with WBIG!
A Columbia Broadcasting System Affiliate.
EDNEY RIDGE DIRECTOR
WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP

NO GAS, BUT WPDQ, Jacksonville, salesmen go to town in this buggy, used to service all accounts on the station. Ready for a jaunt are (l to r): Frank Taylor, business manager; Bob Feagin, general manager; Marshall Earle, Ann Rudolph and Jerry Wiggley, salesmen. Originally planned as a promotion stunt, the buggy has proved so serviceable that the salesmen fight to use it. And besides they like to shout "Giddap".

Disc Ban May Go to FDR

(Continued from page 9)

and the obvious prerequisite of enabling legislation, were raised.

"Certainly membership in an organization should not entitle a member to special privileges from an industry which does not employ him but happens to employ some of his fellow members," said the letter. It was suggested that until such time as AFM procured "Congressional authorization" for the plan, which he himself had termed "absolutely new" that "you permit your members to return to work immediately and produce phonograph records and transcriptions which are sorely needed for both civilian and military morale.

Private Tax Questioned

AFM was told that 80% of all records sold were for use in private homes and that their manufacture had increased employment of musicians. The royalty proposal, it was pointed out, would ultimately place the tax on the public which buys records for home use and is in no way responsible for whatever employment may exist.

Serious question also has been raised about the legality of a private unemployment tax which, if authorized in the case of union musicians, might spread throughout the field of organized labor. The letter to AFM pointed out that the Government has provided taxes for employment relief and that "a second tax for a new private system aimed at the same relief seems wholly unjustified".

Meanwhile, the Federal District Court in Chicago last Tuesday authorized a 20-day extension for AFM, or until March 29, for the filing of its reply to the Dept. of Justice amended complaint in the second anti-trust suit against the union. Judge John P. Barnes, who granted the extension, two weeks ago ordered the case to trial on the basis that the Government complaint raised issues not ruled upon in the earlier case which was dismissed by him last Oct. 12 as a "labor dispute". The new contentions related to the probable demise of many small broadcasting stations deprived of recordings as a result of the Aug. 1 ban.

The anticipated entry of a CIO musicians union into the recording field has not materialized and whether it will at all seems doubtful. Studio Record Co., New York, which in January circularized stations with an offer to supply them with records of new tunes played by CIO bands on a regular basis but which had not started operations pending the outcome of the negotiations between the AFM and the recording companies, stated last week it had abandoned its plans for the present, at least, because of the shortage of shellac.

"It's most as good as WFDF Flint Michigan!"

OWI Disc Sponsors

INSTITUTIONAL advertising of patriotic transcriptions titled *Uncle Sam* and issued by the Office of War Information has been started on WGL, Fort Wayne, Fridays at 6:30 p.m. by Farnsworth Television & Radio Corp., Joslyn Mfg. Co., S. F. Bowser & Co., Tokheim Oil Tank & Pump Co., and Wayne Pump Co., all of that city.

AFRA Pact Ta… With Nets Start…

Negotiations Concern Unio… Commercial and Disc Code…

NEGOTIATIONS between Ame… can Federation of Radio Arti… and signatories of the union's co… mercial and transcription codes … expected to get under way ear… this week. Both sets of negotiati… are also expected to be conclu… in short order, as AFRA has p… posed no changes in the pre… contracts except increases in … minimum scale in conformity w… cost of living increases since … contracts were first agreed on … their extension for another y… as was done in the case of th… AFRA sustaining code.

Seeks Higher Scale

AFRA is asking for a 19% in… crease in the commercial minimum… based on cost of living increases be… tween Dec. 15, 1940 and Dec. 1… 1942. Although advertising agencie… are intimately concerned, they hav… never signed the code, but gav… letters to the network carrying… their programs that they would… abide by its provisions, the net… works and package show producers… actually signing the union con… tracts. In negotiations, it is under… stood that the same procedure wil… be followed as before. A committee… of agency radio executives will be… invited to sit in on the discussion… as "observers."

A. K. Spencer, radio executive of… J. Walter Thompson Co. and chair… man of the AAAA committee on… radio broadcasting, said that the… agency group will include agencies… which are not AAAA members as… well as those that are. Membership… was not completed last week, but… will as far as possible include men… who were in on previous negotia… tions, he said.

Agency and network representatives held a preliminary meeting at… AAAA headquarters in New York… last Tuesday, when the past opera… tion of the code and the new pro… posals were generally discussed. A… similar meeting was also held last… week by representatives of tran… scription companies who received… AFRA's request for a 10 per cent… increase in the minimum transcrip… tion scale, based on the rise in the… cost of living between Dec. 15, 1941… and the same date of 1942. After a… brief general discussion, the mem… bers of this group also agreed to… meet with AFRA.

Larvex Spots

ZONITE Co., New York, with a 97% sales increase in 1942 for its Larvex mothproofing agent, will enlarge its 1943 advertising appropriation by 39%. Drive will start in April, comprising a spot campaign on 54 stations in addition to the use of an expanded list of newspapers and national magazines. Zonite has used limited spot radio in the past for Larvex. McCann-Erickson, New York, is agency.

Kobak to Revamp Blue Day Schedule

Will Vary Programs to Draw Non-Serial Listeners

PLANS are under way for reprogramming the entire daytime structure of the BLUE, Edward Kobak, BLUE executive vice-president, told a news conference in Chicago last Tuesday.

Mr. Kobak

"As a result of an independent survey of 5,000 calls in 100 cities recently made for us, we have assembled some vital information on daytime listening habits," he said. "We have come to the conclusion that the daytime serial, an elemental form of daytime programming, will retain its tremendous audience but there is also an equally as large, if not larger, audience that does not listen to daytime serials all day long. We intend to go after that audience.

"The Morton Downey program sponsored by Coca-Cola, Baby Institute, Mystery Chef, and True Story all Monday through Friday programs, are part of the plan to capture a large part of the daytime audience.

"The BLUE is still on the block", Mr. Kobak said, "but there is little likelihood of action until the Supreme Court decision on the FCC network regulations. Both Mr. Woods (BLUE president) and myself plan to stay with the network after it is sold."

Leeming Reply Charges FTC Strains Ad Claims

INCORRECT, artificial and strained interpretation of advertising for Baume Bengue is alleged in the reply filed last week by Thomas Leeming & Co., New York, to a Federal Trade Commission complaint charging that radio and other advertising misrepresented the therapeutic value of the preparation.

The firm said that FTC, in issuing a complaint against the advertising, violated a stipulation entered in 1937 and that the Commission's interpretation and construction of the material did not accurately reflect its content.

Now Maj. Rorke

CAPT. HAL B. RORKE, recently named assistant to Col. William Nichols, assistant to the director, War Dept. Bureau of Public Relations, for Army Air Forces, has been elevated to major of Army Air Forces. He recently was transferred from the War Dept. Radio Branch. Before entering the service Maj. Rorke was assistant publicity director of CBS New York and head of CBS West Coast publicity.

Official U. S. Navy Photograph

WAVES OF LOVE on WJAX, Jacksonville. Here's Eloise M. Cole, seaman 2d class, who has just finished a course in radio communication at the WAVES Radio School, U. of Wisconsin, and is now on duty at the Naval Air Station in Jacksonville, interviewed by her husband, Harry A. Cole, in charge, WJAX studio operations.

RADIO HELPS KEEP HIGH ARMY SPIRIT

RADIO is an important contributing factor to the high Army spirit throughout the world, according to Brig. Gen. Frederick H. Osborn, chief of the Army's Special Service Division.

Speaking on the *March of Time* (NBC, 10:30-11 p.m.) last Thursday Gen. Osborn declared "wherever our fighting men may be, they hear by radio the programs they used to hear back home and programs specially built only for them . . . These are the men's own shows, tailor-made for the fighting men of the United Nations. No commercial program could ever hope to corral for any series of broadcasts the talent appearing on such weekly Army programs as *Mail Call* or *Command Performance.*"

"The stars are only too glad to contribute their talents for these and dozens of other Army programs." Gen. Osborn mentioned *Melody Roundup, Personal Album, Yarns for Yanks, Frontline Theatre, Song Sheet, Jubilee, We Who Fight* and *Music for Sunday*, all Army-produced for overseas consumption.

"News programs are always high in the fighting man's interest," he said. "Good news is encouragement and bad news a challenge." Gen. Osborn said portable playback equipment is used to play transcriptions for men in remote spots. Records are flown to all corners of the globe by the Army Ferrying Command and air express.

"To the millions of America's fighting men, ideas are ammunition," said Gen. Osborn. "And thanks to radio, we can give them the greatest idea of all: That wherever they may go to fight for this country, they are still and always part of the United States of America."

BERNARD ESTES director of news, special events, publicity and war programs of WINS, New York, resigns from the station with the expiration of his contract March 26.

Clinic on Programs Is Held by Mutual

Seven-Point Plan Is Subject Of Meeting in New York

A SEVEN-POINT recommendation plan to improve Mutual's services to listeners and advertisers was the main subject under discussion at the first MBS program clinic, held Feb. 22 and 25 at the Hotel Ambassador, New York.

Mutual executives, program managers and officials of key Mutual stations attended the meetings on those two days, separating the sessions so that program officials could attend the BMI industry music meetings on Feb. 23 and 24.

Daytime Plan

The seven recommendations offered those attending the clinic, details of which are not yet ready for announcement, covered a new daytime structure which will be submitted to the Mutual board of directors at its next meeting; plan to cut the news bulletin broadcast at frequent intervals during the day from two minutes to one minute in length; plan to hold meetings similar to last week's every three months; a recommendation that special events be cleared on a prompter basis.

General discussions also were held on overseas coverage by Mutual; of the new Censorship Code with Eugene Carr of the Office of Censorship, and of the operations of the OWI with Merritt Barnum and Jack Van Nostrand of the OWI.

Miller McClintock, president of Mutual, opened the sessions Monday. Adolph Opfinger, Mutual program manager, presided at all meetings. Present were Julius F. Seebach, WOR, New York; Frank Schreiber, Myrtle Goulet, WGN, Chicago; Clifton Daniel, Leonard Kapner, WCAE, Pittsburgh; Ed Wallis, Benedict Gimbel Jr., WIP, Philadelphia; Herbert Rice, WGR, Buffalo; George Steffy, Yankee Network; Van Newkirk, Don Lee Network; Theodore Campeau, CKLW, Windsor-Detroit; Madeline Ensign, WOL, Washington; Herman Fast, WKRC, Cincinnati; C. M. Hunter, WHK, Cleveland; Bert Hanauer, WFBR, Baltimore, and Mutual officials, Tom Slater, Hal Wagner, Lester Gottlieb, James Mahoney, Andrew Poole, Fred Weber and Dave Driscoll.

Dress Firm on WOR

WITH commercials stressing restricted buying of dresses, McKettrick Williams Inc., New York, moderate priced dress firm, has started participation on Bessie Beatty's program on WOR, New York, the station's first dress account, and McKettrick's first venture into radio. Since Miss Beatty has been urging listeners not to buy new clothes, McKettrick's conservation pleas will be in line with the rest of the program.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown
More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*
* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.
Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts—620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

LEADING THE WAY TO
RESULTS
IN ST. LOUIS, MO.
KXOK
630 KC. 5000 WATTS
Day and Night • Blue Network

Consistently
Better
Service
—To our clients
$$$ WTOC $$$
Savannah, Georgia
CBS - UP News - 5,000 Watts
Reps: the KATZ AGENCY

Where Sales Multiply
Air Castle of the South
WSM
50,000 WATTS CLEAR CHANNEL
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

KFQD
ANCHORAGE
Alaska
- Alaska's Oldest Station
- Still doing a swell job
- Always appreciative of Accounts
- Hdqtrs. Alaska Armed Forces
790 KC

Metropolitan population! From 197,000 in 1940 to 209,000 in '43 . . . 12,000 more customers for your product.
WHBF
The 5000 WATT Voice of the Tri-Cities
Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

Treasury's Newspaper Ad Suggestion Draws More Protests By Local Stations

THE TREASURY'S recent letter to broadcasters, suggesting that they place in local newspapers a fullpage advertisement of an enclosed mat to boost War Bond sales, has provoked protests from station officials.

Following publication in the Feb. 15 issue of BROADCASTING of a reply sent by Morgan Saxton, general manager, KROS, Clinton, Ia., to Vincent Callahan, director of radio and press of the Treasury War Savings Staff, other broadcasters have replied in a similar vein.

Newspapers Favored

Bert Georges, general manager of WHEB, Portsmouth, N. H., and Chet L. Gonce, manager of KWEW, Hobbs, N. M., joined Mr. Saxton in offering the Government all the free time necessary in the war effort. Both, however, drew the line on buying page ads in local newspapers, particularly in view of curtailed radio revenue and the struggle small stations have encountered because of the war.

Enclosing a clipping from a local newspaper, Mr. Georges wrote Mr. Callahan: "I should like to point out that the Treasury Dept. has lent their endorsement to the local merchants for this type of advertising, and as a result the local newspaper has taken advantage to the extent that they are actually making a profit greater than the normal cost of the page at a maximum discount rate."

Mr. Gonce wrote, with reference to the Treasury mat: "I have had many requests from Government agencies for free radio time and have granted them all. However, this request is a little too much for me. Here at KWEW we give the many Government agencies an average of around 24 hours of actual broadcast time per month which, if paid for at regular published rates, would amount to more than our present gross income."

Both Mr. Georges and Mr. Gonce called attention of Mr. Callahan to the acute manpower shortage. Mr. Gonce said KWEW probably would be off the air now had not his last operator with a first-class license been rejected by the Army.

Hidden Clause Found As Court Upholds Suit Of KOTN in Fire Loss

SUSTAINING a lower court's decision, the Arkansas Supreme Court recently awarded damages of $3,531 to the Universal Broadcasting Corp., operator of KOTN, Pine Bluff, Ark., against the United States Fire Ins. Co. as a result of fire in the station's transmitter plant Oct. 15, 1941.

According to B. J. Parrish, station general manager, the insurance company refused settlement on the grounds that the KOTN policy contained the "electrical exemption" clause, which provided the insurance company would not be liable for loss or damage caused by electrical currents, whether artificial or natural. The fire in question originated in a cabinet and was burning when discovered.

The Arkansas Supreme Court held there was no evidence to prove the insurance company's claim that the blaze was caused by a short circuit or other electrical disturbance. Mr. Parrish pointed out that in Arkansas the burden of proof as to origin of a fire is upon the insurance company while in some other states the insured must prove origin.

Declaring that KOTN had interpreted the electrical exemption "hidden" clause to cover normal burning out of dynamos, motors, coils, tubes and other devices, Mr. Parrish said:

"Many station owners no doubt interpret similar clauses in the same manner. It might be well for every broadcaster to read his fire insurance policies and be sure they cover the things he thinks they do. It may be possible to lose an entire transmitter with no chance of collecting damages because of that little clause."

Studio Notes

TO CORRELATE operations of its program and sales departments, Don Lee Broadcasting System, Hollywood, in mid-February created a new commercial program department, according to Sydney Gaynor, general sales manager. Under direction of John A. Stewart, the new department is designed to offer better program service and wider variety of shows to advertisers.

VICTOR HUGO-VIDAL has started a series of thrice-weekly commentaries for Latin America over shortwave stations WCRC WCDA WRUL WLWO WRX in cooperation with the Office of Coordinator of Inter-American Affairs. Hugo-Vidal also directs and produces for the CIAA the Spanish and Portugese shortwave versions of Robert L. Ripley's *Believe It Or Not*, and *Tributo A Los Heroes*.

SAMUEL WOODWORTH, general manager of WFBL, Syracuse, N. Y., founded the station in 1922 while sales manager of the new radio department of the Westinghouse Co. in Syracuse. Finding that static ruined most of his receiver sales, Mr. Woodworth overcame the difficulty by building a 100 w. transmitter in the basement of his home. Twenty first anniversary of WFBL was celebrated last week.

PRESIDENTS OR DEANS of eight Michigan church colleges are speakers in a series started recently by WJR, Detroit, 1:30 p.m. Saturdays.

BING CROSBY donated his time on a broadcast of *Ships Ahoy*, KPO program to secure more shipyard workers in the bay area, when he was recently in San Francisco.

CBR, Vancouver, has started a radio workshop with seven weeks of weekly lectures and instructions to 25 high school students sponsored by the British Columbia Dept. of Education. Each session provides a lecture on some phase of radio work and practical instruction over the microphone consisting of talks, announcing, newscasting and dramatic work. The series is in charge of Ken Caple, BBR director of school broadcasts, and microphone work comes under John Barnes, CBR producer.

Meet the LADIES

ESTHER VAN WAGONER TUFTY

NOT a "woman's program" but the news as reported by a woman. That's the way Esther Van Wagoner Tufty describes her *Headlines from Washington* broadcast over the Atlantic Coast Network from WWDC, Washington, 12:45-1 p.m. Monday through Saturday, sponsored by Plough Inc. for St. Joseph's Aspirin.

An outstanding correspondent, Mrs. Tufty heads her own news bureau and is one of the few women privileged to attend President Roosevelt's news conferences. She contributes feature articles to the North American Newspaper Alliance, Transradio Press, *News-week* and the Central Press Assn. She also is associate editor of the magazine, *She*.

As president of the Women's National Press Club last year she was hostess to such visiting celebrities as the King of Greece and the Duke and Duchess of Windsor.

At the invitation of the Ministry of Information she recently completed a six-weeks mission to England where she talked, wrote and broadcast in the target zones.

For seven years Mrs. Tufty has been a Washington correspondent, but has retained interest in her home state of Michigan where her brother, Murray D. Van Wagoner, recently retired as governor. She is married to Harold Guilford Tufty, power consultant to Secretary of the Interior Harold Ickes, and has two sons, Harold Jr., a student at the University of Virginia, and James, a student at the Sanford Preparatory School.

Symphony Programs

ARTURO TOSCANINI, NBC conductor, will conduct the NBC Symphony Orchestra in a non-broadcast concert for the USO Camp Shows Inc., at the Naval Air Station, Lakehurst, N. J., March 17. The New York Philharmonic, regularly heard on CBS, presented a program under the direction of John Barbirolli at Fort Monmouth, N. J. Feb. 15, and the Boston Symphony, currently on BLUE, has volunteered its services to USO for a series of performances for the armed forces.

FOOD RATIONING HELPS RADIO

Advertisers Buy Time To Bring Government Messages, Preserve Brand Names

LAST MONTH H. J. Heinz Co. and The Great Atlantic & Pacific Tea Co. returned to the air after absences of several years, sponsoring network programs devoted not to selling food products but to instructing the public in food buying under present day restrictions. The Council on Candy As Food in Wartime also started a weekly network talk on rationing. Gerber Products Co. took a coast-to-coast network for a one-time quarter-hour broadcast on the rationing of baby goods.

In addition to these advertisers who are buying time on the air expressly to aid the Government in putting the rationing story across to the American consumer, numerous food companies are devoting time of their regular programs to that end. General Mills, for example, removed the usual program material from its *Hymns of All Churches* and Betty Crocker broadcasts during the week of Feb. 22, substituting interviews with Government spokesmen on rationing.

Plug Brand Names

Paradoxical as it may seem, it is the opinion of many food industry observers that in this year of shortages and rationing, food producers and distributors are better prospects for radio time than ever before. Experienced advertisers who know the necessity of keeping their brand names alive, even when they have no immediate sales problem, the food companies probably more than any other industry group are looking ahead to the postwar days when they will again be competing for the housewife's favor.

No less important is the patriotic aspect of the situation. Food advertisers realize the necessity of getting the public to understand and accept food rationing, to raise Victory Gardens and to can fruits and vegetables at home, to learn about alternate foods to replace those that are now scarce and to keep the family health at wartime par by maintaining a balanced diet.

And they also realize how much more effectively many such messages can be put across in the advertising of a commercial company than by a Government pamphlet or news release.

No Letup Likely

Right now much of the radio time and publication space which food advertisers are donating to Government campaigns is concerned with point rationing. But this does not mean that as soon as the public has become accustomed to buying with ration stamps as well as with money the whole cooperative advertising program will stop.

The nutrition program and the overall task of explaining why foods are short and asking for public cooperation must be carried on continuously. Amateur agriculturists need advice and encouragement in every step of victory gardening, from selection of the piece of ground right up to harvesting. Civilian assistance in farm harvesting must also be recruited and farmers must be guided in the war needs for specific crops.

One of the Best

The food industry has always been one of radio's best customers. Last year, according to the best estimates available, about 22 per cent of the national network revenue came from food advertising, and it is reasonable to presume that the same percentage would hold for national spot as well. If radio salesmen are on the job, 1943 ought to be even better.

Weiland to CAP

JONAS WEILAND, owner of WFTC, Kinston, N. C., has taken a leave of absence to devote full-time as lieutenant in the Civil Air Patrol. He has named Ray Woodard, program director and chief announcer, station manager. Other changes include appointment of Bruce Mayo, formerly of WGTC, Greenville, N. C., as chief engineer. Jennie Ruth George, new to radio, has been named announcer succeeding Ionia Moran, now serving with the USO. Mr. Weiland has piloted his own plane for several years, flying to NAB district meetings and other industry conferences.

Jadassohn in Army

KURT A. JADASSOHN, vice-president of SESAC, associated with the society since its founding, has joined the Army Signal Corps, and Gus Hagenah, of the station relations staff, has resigned. Succeeding Mr. Hagenah is Graham Harris, of BMI and previously conductor of WEAF-WJZ, New York.

FALSE and misleading claims in radio and other advertising are charged in a Federal Trade Commission complaint issued Feb. 17 against Master Labs., Inc., Omaha, compounder of hog and poultry medicinal preparations. (Master Liquid Hog Medicine; One-Shot Hog Wormer; Master Floresine; Master Fluid; Master Liquid Poultry Medicine; Masterol).

Time Shift

(*Continued from page 12*)

many factories are operating on a 24-hour basis. FPC surveys show conclusively, however, that even though the larger plants are operating 24 hours a day, their second and third peak-loads are not as high as the first.

Billing on Local Time

Lost revenue in rebates and new billings as a result of time change will face broadcasters whose operations are moved back an hour to conform to new state laws in Michigan, Ohio and Georgia, it was indicated. The general opinion of the four major networks, expressed to BROADCASTING, was that sponsors would be billed for each station in accordance with the time on which the station operates. That would mean that programs sold under Class A time, 6-7 p.m., would be billed at the afternoon rate.

CBS and the BLUE found certain of their commercial programs affected by the time change. The two CBS programs affected in Georgia, *Blondie* and *News by Frazier Hunt* [BROADCASTING, Feb. 8], will also shift from the original to the repeat broadcast on CBS stations in Michigan and Ohio which change from Eastern War Time to Central War Time — namely, WHIO, Dayton; WBNS, Columbus, and WKZO, Kalamazoo, Mich. Sponsored by R. J. Reynolds Tobacco Co., *Blondie* is heard 7:30-8 p. m. (EWT), with rebroadcast 10:30-11 p.m. (EWT). Wm Esty & Co., New York, is the Agency. Frazier Hunt, sponsored by General Electric Co., through Maxon Inc., New York, is heard 6-6:15 p.m. (EWT), with repeat at 10:45 p.m. (EWT).

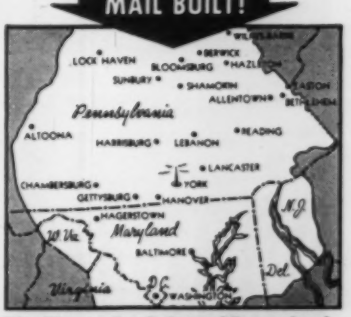
The *Jack Armstrong* program, sponsored on the BLUE by General Mills, through Knox-Reeves, Minneapolis, will be heard at the repeat time of 6:30-6:45 p.m. (EWT) instead of the original broadcast time of 5:30 p.m. on the following BLUE affiliates in Ohio and Michigan which shift to Central War ime: WING, Dayton; WIZE, Springfield; WCOL, Columbus; WJIM, Lansing, and WELL, Battle Creek. These stations will also take two other BLUE programs an hour earlier than previously, thus shifting the cost for their sponsors from an evening to a daytime network rate. Programs are *Captain Midnight*, sponsored by Wander Co., through Blackett - Sample - Hummert, Chicago, at 5:45-6 p.m. (EWT) on the original broadcast, and *Terry and the Pirates*, heard at 6-6:15 p.m. (EWT) under sponsorship of Quaker Oats, through Sherman & Marquette, Chicago.

None of the NBC programs are affected by the measures adopted by the three States, and the network reported its affiliates shifting to central war time in those states to be WCOL, Columbus; WLW, Cincinnati; WOOD, Grand Rapids; WSAM, Saginaw; WWJ, Detroit, and WSB, Atlanta. NBC's second affiliate in Cincinnati, WSAI, is remaining on Eastern War Time, however. Only NBC affiliate not reporting which time it will follow as of last week, was WHIZ, Zanesville, O.

At Mutual, it was reported that six Georgia outlets planned to shift to Central War Time, including WLAG, LaGrange; WGOV, Valdosta; WDAK, West Point; WALB, Albany; WBML, Macon, and WATL, Atlanta. In Michigan, Mutuals member stations WJMS, Ironwood, and WLAV, Grand Rapids, will shift to CWT, and still indefinite last week as to its plans was WHKC, Columbus.

Thousands of buyers in this rich Central Pennsylvania and Northern Maryland market listen to WSBA. It's proved by . . .

THE MAP THAT MAIL BUILT!



The Time to Buy in Central Pennsylvania

WSBA
900
THE "MID-POINT" ON YOUR DIAL
YORK PENNSYLVANIA

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES
Representatives
WEED & COMPANY

"FOUR YEARS OF SPONSORSHIP"

And audience monopoly over WQAM for

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 20 TO FEBRUARY 26 INCLUSIVE

Decisions . . .

FEBRUARY 20

WGKY, Charleston, W. Va.—Proposed deny without prejudice CP change transmitting equipment, increase power, adopted.

WSON, Henderson, Ky.—Proposed deny without prejudice mod. CP increase power D only, 860 kc., change transmitting equipment, adopted.

FEBRUARY 23

KIDO, Boise, Ida., KORE, Eugene, Ore.—Assignment licenses from Frank L. Hill and Georgia Phillips, executrix of estate of C. G. Phillips, deceased, to Frank L. Hill and Violet G. Hill, d/b as Boise Broadcast Station and Eugene Broadcast Station, respectively.

KWKH, Shreveport, La.—Renewal license, DA-N.

KGNC, Amarillo, Tex.—Hearing change 1440 to 860 kc., change 1000 to 500 w. N.

WEEU, Reading, Pa.—Denied permission operate 7 a.m. to sunrise Jan., Feb., March, 1943.

KGFW, Kearney, Neb.—License renewal to June 1, 1943.

WCAZ, Carthage, Ill.—License renewal to April 1, 1944.

WLOF, Orlando, Fla.—License renewal to Feb. 1, 1945.

KHBG, Okmulgee, Okla.—License renewal to April 1, 1945.

WNBT, New York—License renewal to Feb. 1, 1944.

Temporary license renewals to April 1, 1943—KBST KCMC KCRJ KFMB KGGF KGKL KIEM KPLT KRBC KRLH KVGB KXL WBBZ WBNX WBRW WCBT WEDC WFCI WFTC WHOM WING WJBW WNBZ WOCB WSYB WTEL WTRC.

WRUL, Boston—Renewal international broadcast license.

W47NY, New York—Mod. CP new FM station, extend completion date to Feb. 4, 1943; license to use 44,700 kc., service area 8,500 sq. mi.

W5XAU, Oklahoma City, W9XLA, Denver—Temporary extension licenses to April 1, 1943.

W9XBT, Chicago, W9XUI, Iowa City, Ia.—Temporary extension experimental television broadcast licenses to April 1, 1943.

W2XWE, Albany, N. Y., W9XWT, Louisville, Ky., W8XUM, Columbus, O.—Temporary extension licenses facsimile broadcast stations to April 1, 1943.

FEBRUARY 24

National Broadcasting Co.—Passed for one week hearing on petition rehearing on action granting mod. CP to WJW, Akron, O.

KMTR, Los Angeles—Continued hearing March 1 to April 15, 1943, on renewal license operate 570 kc., 1 kw., unlimited.

WCOP, Boston—Continued hearing March 16 to April 19, 1943, for license renewal.

FEBRUARY 25

WSJS, Winston-Salem, N. C., WKBN, Youngstown, O., KPAS, Pasadena, Cal.—Extend completion date.

WAPI, Birmingham, Ala.—License CP change frequency, increase power, change hours, DA-N.

WALB, Albany, Ga.—Continue hearing Feb. 25 to March 16, 1943.

Tentative Calendar . . .

WBNY, Buffalo, New York—Mod. license 680 kc., 250 w., unlimited (March 3, 1943).

Applications . . .

FEBRUARY 23

KWTO, Springfield, Mo.—Omit request unlimited time.

FEBRUARY 25

KVOS, Bellingham, Wash.—Special Service Authorization operate 790 kc., 250 w., to Feb. 1, 1945. CP extend completion date.

KPQ, Wenatchee, Wash.—Extend special service authorization operate 560 kc., 500 w. N, 1 kw. D, unlimited.

Network Accounts
All time Eastern Wartime unless indicated

New Business

B. F. GOODRICH Co., Akron (institutional), on March 15 starts *Joseph C. Harsch*, CBS news analyst, on 116 CBS stations, Mon. thru Fri., 6:55-7 p.m. (various rebroadcast times). Agency: BBDO, N. Y.

P. BALLANTINE & SONS, Newark (beer), on March 8 starts *Three Ring Time* on 45 CBS stations, Mon., 10:30-11 p.m. Agency: J. Walter Thompson Co., N. Y.

McKESSON & ROBBINS, Bridgeport, Conn. (Bexel), on March 2 starts for 52 weeks *William Winter — News Analyst* on 7 CBS Pacific stations (KNX KARM KROY KQW KDGM KOIN KIRO), Tues., Thurs., Sat., 12:30-12:45 p.m. (PWT). Agency: J. D. Tarcher & Co., N. Y.

TRIMOUNT CLOTHING Co., Boston (Clipper Craft clothes), on March 28 for 13 weeks, resumes Dorothy Thompson, commentator, on 64 BLUE stations. Sun., 9:45-10 p.m. Agency: Emil Mogul Co., N. Y.

GERBER PRODUCTS Co., Fremont, Mich. (baby foods), on Feb. 28 only sponsors *Baby Food Rationing*, an interview with Mrs. Gerber, on 116 CBS stations, Sun., 1:30-1:45 p.m. Agency: Federal Adv., N. Y.

Renewal Accounts

COCA COLA Co., Atlanta, on March 22 renews for 26 weeks *Victory Parade of Spotlight Bands* on 140 BLUE stations, Mon. thru Sat., 9:30-9:55 p.m. Agency: D'Arcy Adv., N. Y.

CUDAHY PACKING Co., Chicago (Old Dutch cleanser), on March 22 renews *Helpmate* on 39 NBC stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Grant Adv., Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins) on March 29 renews *News of the World* on 126 NBC stations Mon., Wed. and Fri. and on 32 stations Tues. and Thurs. at 7:15-7:30 p.m. Agency: Wade Adv. Agency, Chicago.

SESAC Guide Ready

THE 1943 SESAC Music Guide, three times larger than last year's edition, is being mailed to 5,000 executives in stations, advertising agencies, transcription and recording companies, hotels and motion picture studios. The new 63-page guide contains an augmented classified music list, available in catalogs of SESAC member publishers, and includes the names of the 17 new members. Also included are lists of phonograph records by title, number and artist, and selected music of the Latin American and Spanish type.

WIBG, Philadelphia, is the first to report a contract with Atlantic Refining Co., for broadcast of major league baseball this year. Atlantic is understood to have arranged broadcasts of both Philadelphia major league teams, and is placing through N. W. Ayer, that city [BROADCASTING, Feb. 22].

WHKY
HICKORY
NORTH CAROLINA
5,000 WATTS DAY
1,000 WATTS NIGHT
For complete details write
HOWARD H. WILSON CO.
Chicago · New York · Kansas City
San Francisco · Hollywood
1290 KC BLUE NETWORK

WMC 48-Hour Regulation Have Little Effect on Radi

EDITOR'S NOTE: Regulations governing the 48-hour work week were issued for Sunday release by the WMC just before BROADCASTING *went to press. Earlier story on page 18.*

RADIO does not appear to be greatly affected by the War Manpower Commission's regulations governing the application of the 48-hour week controls, although they include stations in each of the 32 critical areas [Broadcasting, Feb. 8, 15].

The prime criterion appears to lie in whether an organization can increase production, release workers for other employment or otherwise aid the war effort through enforcement. The regulations, released yesterday have been sent to all regional offices.

Liaison Is Local WMC

Practical administration of this edict is largely in the hands of regional and local WMC offices and exemptions are possible where it can be shown conclusively that a station cannot operate effectively or efficiently by increasing the work week (See story on page 18).

All organizations employing fewer than eight persons are exempt from the terms of the regulation on the theory that extension of the work week in such cases would not produce any appreciable release of employes. In cases where a broadcaster is in doubt as to whether his station is within an area designated as critical, WMC advises contact with the local or regional office for precise definition.

This likewise applies to any ot matter of operation under the re lations.

The regulations insist that areas of labor shortage "employ do not hire new workers when th manpower can be effectively by a fuller utilization of their rent labor force." This will likely mean very much to stati since the industry is already clared essential but decisions new employment had best be termined in consultation with W officials.

Specific exemptions beyond th covering organizations employi less than eight persons are: agr culture, State and municipal ployes, youths under 16, and ind viduals "who, on account of oth employment, household respon bilities, or physical limitations not available for fulltime work."

General opinion in Washing held that regulations did not very far in clarification and it felt that the bulk of definition application will have to be det mined in the field by area and gional officers of WMC. The re ulations provide an outline and ecific rulings will have to be ma in terms of individual problems needs as seen in any given place.

Seek Patriotic Song

A NATIONWIDE contest to find patriotic song of outstanding mer the winning composition to have world premiere on NBC during tional Music Week, May 2-8, was nounced recently by NBC, which sponsor the competition in coopera with the National Federation Music Clubs.

MARCONI MEMORIAL honor award plaques were awarded recently these communications officers of the armed forces at the 18th ann dinner of the Veteran Wireless Operators Assn. in New York, by Willia J. McGonigle, VWOA president. Displaying plaques are (seated l to r) Capt. E. M. Webster, Coast Guard Communications Director; Capt. C F. Holden, Naval Communications Director; Maj. Gen. Dawson Olmst Army Chief Signal Officer. Standing, Capt. Thomas Blau, U. S. Marit Service commandant; Lt. Col. J. P. Berkeley, Marine Corps communi tions director; Mr. McGonigle; Col. A. W. Mariner, Army Air For Communications Director. A special commemorative medal was presen Maj. Gen. Follett Bradley, commanding general, First Army Air For for his pioneer work in spotting artillery fire by airplane in 1915. Charl J. Pannill, president, Radio Marine Corp. of America, and W. J. Halligan president, Hallicrafters Co., both life members of the VWOA, al received special medals for their achievements in industry.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Salesman—Several years in radio and previous experience with either newspapers, advertising agency or media desirable. Selling record and personal traits will be carefully reviewed. In reply give full particulars of experience, background, education, references, and draft status. Excellent opportunity for man selected. WKY, Oklahoma City, Oklahoma.

OPENING TO BE FILLED IMMEDIATELY—For combination program continuity writer. Prefer man that can service accounts and act in capacity of commercial and assistant manager. 250 watt full time station, town of 20,000. Must be able to accept responsibility. Give complete details and salary. Box 341, BROADCASTING.

WANTED—Transmitter operator. First or second class license. Experience desirable. 5 KW network. Directional antennae. KSCJ, Sioux City, Iowa.

ANNOUNCER—For one of the midwest's outstanding 250 Watt locals who can do news as well as straight commercials. Also have opening for good play-by-play sports man who can also handle commercials. Good living conditions in one of the finest equipped and laid out studios in the country to work in. Give complete details in first letter including draft and marital status, experience and salary desired. Box 350, BROADCASTING.

COMBINATION — Good commercial announcer and studio technician for remote studios of 5 kw net station. State experience and draft status. Box 355, BROADCASTING.

Engineer—With first or second class license. Over 18 years. Permanent position non-defense area. Write giving details. WHKY, Hickory, North Carolina.

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 358, BROADCASTING.

Salesman—Time salesman 5000 Watts CBS affiliate. Give full particulars. Box 363, BROADCASTING.

Situations Wanted

CHIEF ENGINEER—Six years' experience as chief with major network stations. Available immediately. Desires change because of purely local conditions. 3A ticket. References from present employer. Phone or wire. Box 362, BROADCASTING.

Station-Commercial Manager—Now managing 250 Watt Network station. Proven sales record — experienced newscaster — married, 32 years old with family. Desires connection with larger Network station — preferably midwest. A-1 reference. Box 361, BROADCASTING.

Continuity Woman — Wants permanent position. Capable, original. Facile writer. Background experience in agency, small station writing, little theater direction. College graduate. Box 360, BROADCASTING.

Organist-Pianist — With own solo-vox and Hammond-accordion. Man-String Bass. Experienced musical and comedy programs, also announcing. Draft exempt. Box 345, BROADCASTING.

Young Woman Announcer—Control board operator, continuity writer, typist, network experience. References. South. Available now. Louisa Lee, Franklin, Tennessee.

RADIO TELEPHONE FIRST CLASS—Two years' experience. Year and half with 50 Kw. Transmitter, control, remote, recording. Capable full charge of maintenance. Desire permanent location with progressive station as chief or assistant chief. Age 22. Draft deferred. Full details on request. Box 366, BROADCASTING.

Situations Wanted (Con't.)

Program Director-Continuity Writer — Desires position in midwest or south. Five years' experience in radio. Box 359, BROADCASTING.

Musician — Young, accordion, piano, etc., Pop or Western. Available March 20. 4F. References. Midwest only. Box 346, BROADCASTING.

To Station Hit By the Draft—Former associate of nationally known NBC Red Affiliate seeks new connection. Excellent sales record local and national spot—well known in national field agencies and accounts. Intimate knowledge all departments — ideas — merchandising — promotion — production — good earning record — best references — married — draft exempt — immediately available. Box 347, BROADCASTING.

EXPERIENCED RADIO WOMAN — Announcing, dramatics, news commentator, children's programs, women's programs, etc. Eleven years in radio — good mike voice and personality. Now employed in 5 KW station in major market. Desires change. Money maker for station and self. References and audition record furnished upon request. Box 349, BROADCASTING.

Staff Musicians—Man, wife, playing violin, saxophone, cello, piano, organ, vibraharp. Have solovox. Radio experienced. Draft exempt. Union. Assist other work. Box 352, BROADCASTING.

Experienced Writer-Producer—Six years in Radio. Dramatics, Soap Operas, Comedy Scripts. Now Working. Available on two weeks' notice. Box 353, BROADCASTING.

Station or Commercial Manager Available—Experienced regional and local operations, employed, draft exempt, excellent record. Southern station only. Good references. Box 357, BROADCASTING.

Chief Engineer Police Radio—Desires permanent broadcast position. First Class. Experienced. Age 34. Minimum salary $225.00. Give details. Box 354, BROADCASTING.

HELLO GENIUS—If you are, then here is why you will make me an offer. Complete program - production - announcing continuity-special events and air-salesmanship ability with built-in sense of what you want in a staff member. Network and independent station success. Excellent references, 34, Draft 4F. Now employed, so do not write unless you have a real proposition. Audition transcription available. Box 351, BROADCASTING.

Young Woman—Executive ability. Top-notch secretary with wide radio background. $50 a week. Would prefer New York or Chicago. Box 364, BROADCASTING.

Wanted to Buy

Two New or Good Used Turn-Tables—Western Electric or RCA 70-B or 70-C or similar with pick-ups. Station KLO, Ogden, Utah.

Will pay cash. Responsible parties interested in buying radio station. Give full particulars. Box 356, BROADCASTING.

For Sale

For Sale Local Network Station—Part or whole interest to responsible parties. Box 365, BROADCASTING.

Will Sell—Two inch Cathode Ray oscillograph. Supreme, with composite oscillator and amplifiers. Single cabinet. $45.00. Frank Shopen, KOWH, Omaha, Nebraska.

A New Federal Field Intensity Meter—For Rent, $10 per day. Major Herbert L. Wilson, c/o BROADCASTING Magazine.

ARMY OPENS WVCX IN SITKA, ALASKA

LATEST addition to the chain of Alaskan stations operated by the Army is WVCX, Sitka, recently licensed by the FCC after broadcasting unofficially as KRAY. The number of stations in the Army's network is not revealed.

WVCX operates on a non-commercial basis, broadcasting transcriptions of network programs supplied by agencies in cooperation with OWI. The station also rebroadcasts five OWI news periods daily from San Francisco, in addition to sports and other shortwave features. Studios were constructed under direction of Lt. Daniel M. House, station manager. Col. Walter A. Shoaff is president of the board.

Network shows on WVCX include *Kate Smith, Kay Kyser, Lux Radio Theatre.* Agencies helping the station are: Blackett-Sample-Hummert, handling *Easy Aces*, CBS show sponsored by Anacin Co., and Russel M. Seeds, Chicago, agency for *Reveille Roundup*, Grove Labs. program on NBC.

Personna Test

PERSONNA Blade Co., New York, will make its debut as a radio advertiser, Wednesday, March 3, with a 13-week test campaign on WJZ, New York, with a national campaign under consideration if the first venture proves successful. Firm will use transcribed announcements five times weekly prior to the *Esso News Reporter* five-minute period at 11 p.m. Agency is Amos Parrish & Co., New York.

N. Y. Post Spots

TO PUBLICIZE its new rates which go into effect March 1, the *New York Post* on Feb. 28 and March 1 has been using a total of 24-one-minute spot announcements on three New York stations, WOR, WJZ and WMCA. Together with the announcement of the rate increase from three to five cents on weekdays, the *Post* plans to add a daily 12-page magazine section with comics, special radio program listings and digests of editorials appearing in other New York newspapers. Several New York agencies handled the campaign.

C. M. FINNEY, formerly president of Muzak Transcriptions Inc., has been elected chairman of the board. Board also elevated K. R. Smith from vice-president to president elected John R. Andrus vice-president in addition to continuing him as treasurer, and elected Alexander J. Sayles to the newly created post of assistant treasurer.

PROFESSIONAL DIRECTORY

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An Organization of
Qualified Radio Engineers
Dedicated to the
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Radio's Part in New Air Raid Signals in Conflict With Code

Army Order Using Stations in All-Clear Contrary to Censorship Provisions; Meeting Set This Week

CONFLICT between the newly-announced air raid setup in the Eastern Defense Command and the Code of Wartime Practices for American Broadcasters, which came to light last week, is expected to be ironed out Tuesday, March 2, at a meeting of Army officials with the Office of Censorship.

Under the new signal system, set up by the Eastern Defense Command, sirens are to be used only to announce the approach of enemy planes. Radio is to broadcast the all-clear.

The conflict bobbed up when some eastern stations, guided by the Censorship Code which admonishes against encouraging listeners to depend on radio in case of an enemy attack, were ordered by the Army to broadcast the all-clear after test blackouts had been conducted.

PA Questions Order

In New York, where the new system was first tried out, the radio news wire services were asked to flash the all-clear to the city's radio stations. Press Assn. questioned the Army order on the basis that the Censorship Code prohibited radio from urging listeners to keep tuned in for advice and assistance.

Paragraph (e) Section II of the Code, revised as of Feb. 1, 1943 [BROADCASTING, Feb. 15] states "in view of the provisions . . . of this Code, which prescribe radio silence at the scene of an air raid until the all-clear, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur."

Plan Contrary to Censorship

Since the Code was issued, the Eastern Defense Command and OCD arranged with local radio stations in each community to broadcast the all-clear during the recent tests. Although published instructions told the public to keep tuned to certain frequencies, to be announced later, those frequencies had not been made public at the time of the initial test-alerts. Consequently when the all-clear was agreed upon, all local stations were asked to broadcast it.

It was learned that under the proposed plan certain stations are to be designated in each community as official outlets in case of an actual air raid. Although radio would be off the air during enemy action, the public will be urged to keep their sets turned on and tuned to the "designated stations" for any official messages or instructions the Army might wish to broadcast.

That part of the new setup is contrary to the Censorship Code, but it is expected that after the Tuesday conference a compromise plan will be accepted. In the meantime the Third Service Command announced plans for an areawide blackout March 4, in which all stations in Maryland, Pennsylvania, the District of Columbia and Virginia have been asked by the Army to broadcast the all-clear.

Ryan Explains

J. Harold Ryan, assistant director of censorship in charge of radio, told BROADCASTING that a year ago his office and the Army discussed radio's potential part in air raids and that the Army was insistent that stations should not encourage listeners to depend on them for information in time of an actual raid. As a result of that conference the Censorship provision was formulated. Mr. Ryan added that his office was not officially apprised by the Army of any changes in policy.

It was learned that the Office of War Information halted attempts of the Third Service Command to broadcast a simulated air raid in the Philadelphia, Baltimore and Washington areas. Maj. Gen. Milton A. Rekord, commanding general, Third Service Command, Baltimore, was reported to have sent transcriptions of the simulated raid to 16 stations, but the OWI stopped the proposed broadcasts on the grounds that they violated Censorship Code provisions covering "horror" programs.

Meanwhile in Washington the question of who's right arose as it was recalled that Byron Price, Director of the Office of Censorship, in releasing the revised Code, pointed to a forward which specifically states "The Code of Wartime Practices is issued pursuant to instructions by the President who commissioned the Office of Censorship to supervise domestic voluntary censorship. You are reminded that whenever anyone else, in any part of the country, makes a request which appears unreasonable or out of harmony with the Code, you are at liberty to appeal at once to the Office of Censorship."

Division of Power

Those of military minds pointed out that the Secretary of War created the Eastern Defense Command and that such things as defense were under the Army. On the other hand others contended that Censorship was charged with supervision of "domestic voluntary censorship" and until an area is designated as a combat zone, that Office continues to function. Should an enemy attack take place then the Eastern Defense Command would become a zone of combat.

All Clear on Blue

ALL-CLEAR, broadcast by Washington stations at 9:30 p.m. Feb. 22 when the nation's capital had its first blackout test under new Army signals, was heard around the BLUE circuit as the bugle blew assembly heralding the Coca Cola *Parade of Spotlight Bands*. The announcer at WMAL, Washington's BLUE outlet, inadvertently pushed the network channel button to give the "Washington practice all-clear" announcement after the station break. Consequently the all-clear from Washington was carried by all BLUE stations on the network.

Drawn for BROADCASTING by Sid Hix

"That's Our New Technique in Serial Programs!"

Allan Curnutt Is Name[d] As Manager of WC[LO]

ALLAN CURNUTT, for the l[ast] year associate manager and v[ice] president of WMAM, Marinet[te] Wis., has been appointed gen[eral] manager of WCLO, Janesville, Wis., Mutual and Wisconsin Network affiliate. He succeeds James F. Kyler, who has not yet announced his plans. Mr. Curnutt appointed James Robertson program director, succeeding Hester Kyler.

Mr. Curnutt

Before his connection wi[th] WMAM, Mr. Curnutt was in t[he] sales department of WIBA, Ma[di]son and in the advertising depar[t]ments of various Madison new[s]papers, and once served with Le[e] Bros. and Cudahy Packing Co. [in] sales capacities. Mr. Robertson w[as] at one time at WHA, Universi[ty] of Wisconsin station, and la[ter] joined WIBA as announcer a[nd] producer. For the last year he w[as] program director of WMAM, W[IS].

NAB NAMES DENNIS AS CHIEF OF NEW[S]

WALT DENNIS, sales promotion manager of KVOO, Tulsa, h[as] been named news and inform[a]tion chief of the NAB and jo[ins] ed its headquarters staff March 1, along with Willard D. Egolf, former KVOO commercial manager. Mr. Egolf has been named to the NAB's executive staff by Neville Miller, as successor to Lt. Col. E. M. Kirby, former public relations director, now ch[ief] of the Army's Radio Branch.

Mr. Dennis

Mr. Egolf, however, will ha[ve] additional duties, including Wa[sh]ington regulatory contact [BROADCASTING, Feb. 8].

A veteran newspaperman, M[r.] Dennis has been with KVOO [in] its sales promotion and farm de[-]partments for the last two years. Prior to that he was with KOC[Y] Oklahoma City; WLS, Chicago, and KOME, Tulsa, in dramatic an[d] production work. Successor to M[r.] Dennis is Manton Marrs, KVO[O] news bureau rewrite man and veteran metropolitan newspaper man.

Clipper Craft Series

TRIMOUNT CLOTHING Co., Bo[s]ton, will sponsor Dorothy Thom[p]son, commentator and columnist, [on] the BLUE, Sunday, 9:45-10 p.m. for the third season, starting March 28, and continuing for [13] weeks. Miss Thompson, whose la[st] 13-week series for Trimount co[n]cluded in December, has been he[ard] sustaining in her usual Sunda[y] period. This is the fourth BLU[E] series for Trimount, makers [of] Clipper Craft clothes. Emil Mo[g] Co., New York, is the agency.

XUM

IF YOU ARE *Short of Salesmen*

—SPECIALTY SALES CAN *HELP*

If the manpower shortage has crippled your field operation, curtailed dealer contacts, or delayed introduction of a new product, Specialty Sales can help. Specialty Sales offers the short-term services of experienced high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky, and West Virginia. Specialty Sales does not conflict with established sales organizations, brokers, or agents. Specialty Sales is independent, but has the advantage of full access to all WLW research and merchandising material. Specialty Sales service is extremely flexible . . . can be bought on per call or per week basis . . . helps you keep men in the field at a fraction of the usual cost. For further information, write or wire Lou E. Sargent, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

LISTENER DOMINANCE. In 25 major cities of its four-state area, WLW delivers 48.7% of all radio listening, and in the rural areas around them, the listening index averages 2.5% greater. (City figure is a weighted average based on Hooper Mid-Winter WLW area rating, 1942, and does not represent the size of our audience in any one city.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

● **WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.**

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION